BROADCASTING
TELECASTING

For the first time . . . anywhere!

SPOT AND NETWORK BILLINGS
OF THE
NATION'S LEADING RADIO ADVERTISERS

NOW . . . for the first time radio buyers will get SPOT and NETWORK Billing by product groups . . . 27 categories including drug and toilet goods, food and beverages, cigarettes and tobacco, etc. . . . all broken down by amount the advertiser spends, where he spends it, what his money buys. These vital time-buying facts will be current, usable, up-to-the-minute 1948 figures.

This copyrighted analysis will highlight the April 11 NAB Convention issue. Around this centerpiece will be grouped other important business features on AM-FM-TV. Along with the regular spot and convention news.

NAB CONVENTION ISSUE

Guaranteed circulation is 18,000—2500 above our subscription list. Every national and regional advertiser and agency will be covered.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

Advertising Deadline: March 21. Regular sizes and rates prevail.

Write, call or wire collect for reservation.

The Happy Epic of ART BARRIE, Esq.

(Announcer, Mayor, Fire Chief)

As it has to every man who's ever bobbled a commercial, the desire to be a wireless announcer occurred to young Art Barrie about 5 years ago. So, forthwith, Art became an "ANN:" with hustling, bustling WSPD in a place called Toledo, O., a gem of a city that's crammed with culture, glass and auto equipment factories and high per capita incomes.

Well, Art's head is no more pointed than the next announcer's, but he has the rare and wonderful knack of making people (consumers) fall in love with him, en masse.

What happens? Well, before you can say "Fort Industry Station," Art's on-the-street program "Adam Street Congress" is a sock hit, and dough

rolls in every time Art makes a plea for underprivileged kids or evicted families — results take place every time Art makes with a client's commercial.

Then folks in some 200 small towns around Toledo began demanding a personal look at Art Barrie—so Art starts visiting them and he's welcomed more enthusiastically than a pre-war dollar.

Front page newspaper stories and editorials herald Art's arrival in the small towns. Gigantic processions, led by local high school bands, follow him around. He's paraded on donkey-back . . . made honorary mayor or fire chief . . . municipalities proclaim "Art Barrie Day."

SO?

Art Barrie becomes, like several other WSPD headliners, a community institution . . . becomes one of the best known, most influential radio figures in the entire Toledo area . . . with a high, high Hooper.

COMMERCIAL:

Cash in! Each Fort Industry Station has the same kind of alert, progressive management as WSPD, which recognized Art Barrie as a potential hit and gave him the build-up that put him over . . . at each, you'll find creative programming in action . . . local shows with super-Hoopers and super-Sell. More, you'll find that all Fort Industry Stations are affectionately regarded, locally, as community institutions. Attracting and holding loyal listeners is the forte of Fort Industry Stations—so is the delivery of tangible, profitable sales results!

A FORT INDUSTRY STATION

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • **WWVA**, Wheeling, W. Va. • **WMMN**, Fairmont, W. Va.
WLOK, Lima, O. • **WAGA**, Atlanta, Ga. • **WGBS**, Miami, Fla. • **WJBK**, Detroit, Mich.
National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455

Editorial

Virgin Territory

THE CASE which showed the futility of FCC's Avco Rule on station sales a few months ago has now demonstrated its unjustness and re-emphasized the need for its abandonment. That is the case of KMED Medford, Ore.—older, incidentally, than the Avco Rule itself.

Luther E. Gibson bought KMED from Mrs. W. J. Virgin in April 1946, subject as usual to FCC consent. Then began a series of frustrations clearly traceable to the requirement, at that time a "policy" but soon formalized as the Avco Rule, that station transfers be advertised for 60 days to give others a chance to bid "on the same terms."

This is the history: A competing bidder filed, and FCC, invoking its preference for local owners, approved the competing application and denied Mr. Gibson's. Mrs. Virgin refused to sell, on grounds (to which Comr. Robert F. Jones also subscribed) that the competing bidder's offer was not "on the same terms" as Mr. Gibson's. The competing bidder ultimately withdrew.

At this point Mrs. Virgin and Mr. Gibson asked FCC to reinstate their original application. FCC agreed—but with the stipulation that it must go through the Avco procedure all over again.

Clearly, this was too much. The Virgin-Gibson contract would expire before the new 60-day advertising period could run its course. Buyer and seller, in the face of changed economic conditions, were unable to come to new terms. Even if they had, they would have had no assurance that the venture would profit them anything more than another 32-month wait after which the buyer would still be trying to buy and the seller trying to sell.

Mr. Gibson has another, and more pointed, cause for complaint. Aside from the futility of it all, he has suffered a $40,000 out-of-pocket expense on the deal—$40,000 and nothing to show for it despite the facts that (1) the FCC-approved bidder is no longer bidding, and (2) his own qualifications are not and never have been in question, since he is the licensee of two stations already (KHUB Watsonville and KSLI-FM Salinas).

FCC now has pending, in the WHAS Louisville sale, a petition to repeal the Avco Rule. We have no desire to go into the merits of that petition, dealing as it does with a particular pending case. We do contend that FCC should see now that its Avco Rule assures nothing except expense, delay, and additional work for itself and its staff.

Mr. Gibson's $40,000 might come under the heading of property deprived by undue process. Before the Commission dismisses that thought, let it remember that $40,000 is a year's salary for four members—a majority, by the way.

ELEVEN YEARS after the Mars Invasion hoax of Orson Welles, the dramatization, with a Spanish emotional twist, was repeated in Ecuador, but with almost unbelievably tragic consequences. It is incredible that all civilized peoples were not familiar with the 1938 incident. Arson, murder and riot occurred in Quito. The original Welles job, which graphically portrayed an invasion of New Jersey, caused frayed nerves, but no panic. So we have another startling example of the potency of radio, and why it cannot be tampered with by government; why station operation is a public trust.

AM + FM ÷ TV = ?

THE ENGINES of American industry, which have been racing hell-bent in the 40-odd months since the Axis collapsed, are now slowing down. Economists recognize a levelling off, with some even predicting a mild recession.

Signs of the times are reflected in reduced food and clothing prices, evaporating waiting lists for new cars, and harder selling.

In radio, this means a lot of accumulated fat is going to be worked off. The revolution among the mass media is going to erupt with increasing velocity.

Talk TV to a broadcaster with no TV station, and he goes into a tizzy. Talk to a telecaster, and he reacts like a high school cheer leader.

So it's timely to take stock. Sound broadcasters are fearful of the inroads of TV. They think TV is being exploited too fast, to the detriment of sound radio.

There's a problem. But it can't be solved by simply wishing it away. TV represents another milestone. Its advent means change—change for newspapers, for magazines, for movies, and for sound radio. But the record shows each new medium, if it has worth, has found its niche. Aural radio sells against all media. It's the most effective medium extant. It saturates the ears of the nation through 74,000,000 receivers. There are 2,600 sound stations on the air—700 of them FM—which reach 40,000,000 homes and the riders in 11,000,000 automobiles. The public's investment in aural radio exceeds $12 billion.

FM has a special problem. It was to open new sound radio vistas. Everybody got on the bandwagon. It does provide a superior service. But it collided with TV's spectacular emergence. FM's pull will be harder and more tortuous. Production of TV sets with FM circuits may prove FM's greatest boon.

The very experience of FM proves that TV isn't going to replace AM this year, next year or in the foreseeable future. TV's development has dwarfed the most expansive claims. No art or industry ever had a greater potential.

Yet today there are about 1,000,000 TV receivers in use. There are less than 60 stations on the air in about 30 cities.

In the next two years, it is doubtful whether there will be more than 120 TV stations on the air. This year, in excess of 2,500,000 receivers may be built; by 1955, there may be about 20,000,000 receivers. The number of stations depends on allocations, which have languished in the FCC's deep freeze since September.

Check these figures against the *sound* radio statistics. Remember, circulation is the yardstick, not in top markets alone, but in all 48 states.

The task at hand, then, is to broaden the bases of the radio media. Because it is a direct sales and demonstrating medium, as well as an advertising medium, TV will tap new revenue. It should draw from sales budgets, rather than advertising budgets. It's logic that if an advertiser cuts down the demonstrations necessary for an automobile or a vacuum cleaner, it is business prudence to use part of that *sales* budget for the medium. TV business will come from accounts which heretofore have used magazines and newspapers more than *sound* radio.

Sound radio will broaden its base through revitalizing of what has been relatively dormant sales resourcefulness—and through the good programming inspired by necessity.

TV is the *ne plus ultra* of the media—it sells, as it demonstrates, as it advertises, within the bounds of its present circulation sphere. Sound radio is the all-encompassing, intimate medium that covers this democracy like the dew, and will be there as long as we have democracy and dew.

Our Respects To—

ARTHUR HULL HAYES

ARTHUR HULL HAYES boarded The Detroiter in Grand Central Station at 7 p.m., Wednesday, sank into a seat, wiped his brow and breathed a sigh of relief. He was off for San Francisco at last.

The hunted and somewhat guilty look of the past three and a half months was gone. He no longer had to dodge anybody.

For weeks he has been holding his hand up in front of his face, crossing streets suddenly against traffic, all to evade meeting people he said goodbye to months ago.

For, back in October, when CBS announced that he was leaving his post as general manager of WCBS New York to become vice president in charge of the network's San Francisco office, friends gathered 'round to say goodbye. Parties were held. Going away gifts presented.

And Mr. Hayes remained.

He remained to hear his friends say: "I thought you'd gone long ago" or "What, you still here?"

It all became a tiresome routine.

But now that was in the past. Behind him he was leaving an impressive record. Under his leadership, WCBS had become one of the outstanding radio stations in America, having top spot, morning, afternoon, and evening in one listenership survey in New York, its walls plastered with awards.

It was a listenership built around WCBS-owned shows which he had developed. Among the station's top programs and personalities he had a hand in bringing along are Arthur Godfrey, Phil Cook, Margaret Arlen, *Missus Goes A Shopping* and *This Is New York.*

It was a listenership which apparently agreed with the Hayes philosophy of station management. It is his creed that the measure of a station is not in its offices or transmitter or its gaudy trapping, but in service to listeners and community.

"You can have a junk pile for a station building," he believes, "but if the people listen and feel you help and entertain them, you have a good station."

Now, in the speeding train, he could look back to the time he had come to New York "practically steerage" in the middle of the depression. With him, were his wife and the first of his four children, Arthur Hull Jr., then a babe-in-arms. The banks had recently closed in Detroit and he was one of hundreds just let out at the Campbell-Ewald agency there.

Now, fifteen years later, he could regard

(Continued on page 66)

Check THE RADIO FOOD SELLING PLAN THAT GOES . . .

ALL THE WAY DOWN TO "SHELF LEVEL"!

© 1949 By B-B-Co.

The toughest stretch in the SALES PROMOTION JOURNEY is "THE LAST THREE FEET" at POINT-OF-SALE. Here, the interested customer meets **THE ONLY SALESMAN YOU CAN HAVE** at the moment of decision-to-buy. HE IS THE FOOD STORE CLERK.

THE NEW . . .
NOVEL . . .
ABSOLUTELY DIFFERENT

WSAI "Personnel Training For Sales" plan will SHOW THE FOOD STORE CLERK:

- HOW TO DISPLAY YOUR PRODUCT
- HOW TO ADVERTISE AND HIGHLIGHT YOUR PRODUCT IN THE STORE
- HOW TO INCREASE SALES OF YOUR PRODUCT

A MARSHALL FIELD STATION
REPRESENTED BY AVERY-KNODEL, INC.

CINCINNATI

WSAI

A. B. C.

RUSH ME full particulars on **"SHELF LEVEL"** food selling . . .

COMPANY _____

STREET _____ CITY _____

NAME _____ TITLE _____

For driving stage
GL-5513

THE EYE IS EXACTING!

For output stage
GL-9C24

To assure high video-signal quality, specify G. E.'s pace-setting 220-mc triodes in your new TV transmitter design!

THE BEST, most up-to-date . . . these words must describe every unit of your television circuit IF you mean to get off on the right foot competitively. *So start by choosing General Electric ring-seal tubes.* Designed directly for grounded-grid circuits, they plug in quickly, firmly, with wide contact areas. Lead inductance is extremely low. The tubes need minimum neutralization.

All external parts are silver-plated to reduce r-f losses. Fernico metal-to-glass seals are used throughout. Sturdy, compact, built to true precision standards, Types GL-5513 and GL-9C24 are acknowledged performance leaders in the TV and FM fields.

Study the ratings of these modern yet service-proved v-h-f triodes; then phone your nearby G-E electronics office for further facts, plus (if desired) the application counsel of an experienced G-E tube engineer. Or, wire or write *Electronics Department, General Electric Company, Schenectady 5, New York.*

RATINGS AND ELECTRICAL CHARACTERISTICS

	GL-5513	GL-9C24
Filament voltage	6.3 v	6.3 v
Filament current	32 amp	240 amp
Interelectrode capacitances:		
Grid-filament	21.1 mmfd	24 mmfd
Grid-plate	8.7 mmfd	15.7 mmfd
Plate-filament	.11 mmfd	0.47 mmfd
Type of cooling	forced-air	water and forced-air
Plate ratings per tube, Class B r-f power amplifier (video service, synchronizing peak conditions):		
Max voltage	3,000 v	5,000 v
Max current	1.2 amp	2 amp
Max input	3,300 w	10 kw
Max dissipation	1,200 w	5 kw
*Power output, typical operation	1,160 w	3.4 kw
Plate ratings per tube, Class C r-f power amplifier (key-down conditions without modulation):		
Max voltage	4,000 v	6,500 v
Max current	1 amp	2 amp
Max input	3,600 w	12 kw
Max dissipation	1,200 w	5 kw
*Power output, typical operation	2.45 kw	9 kw

*Includes power transferred from driver to output of grounded-grid amplifier.

GENERAL ELECTRIC

180-H2-8950

FIRST AND GREATEST NAME IN ELECTRONICS

NBC PROMOTES

Knode, Dine Are Moved Up

Mr. Dine

Mr. Knode

THOMAS E. KNODE, NBC director of the press department, last week was promoted to administrative assistant to the director of NBC television operations, and Josef C. Dine, former trade editor, was named to succeed him in press.

Mr. Knode becomes assistant to Carleton D. Smith, the director of television operations. Mr. Dine assumes the position of director of the network's press department, reporting to Sydney H. Eiges, the vice president in charge of press. The appointments are effective immediately.

Mr. Knode became press department director Oct. 7, 1947, having been assistant manager since January 1945.

Mr. Dine joined NBC as trade editor in 1946 after serving with *Tide* magazine. Both Messrs. Knode and Dine have impressive war records in the infantry.

Mr. Knode was wounded in action in New Guinea where he served as a rifle platoon commander with the 32nd Division, winning a Distinguished Service Cross, Purple Heart and Combat Infantryman's Badge. He was discharged as a captain.

Mr. Dine won two Silver Stars, two Purple Hearts, a Bronze Star and the Combat Infantryman's Badge while serving in Italy, France and Germany as a rifle company commander with the 36th Division. He was a major at the time of his relief from active duty.

Mr. Knode's service with NBC antedates the war. He joined the network as a news editor in Washington in 1938 after three years with the United Press. In 1940 he became director of NBC's Washington news department.

Mr. Dine was a Worcester, Mass., newspaperman before the war.

Simultaneously with the elevations of Messrs. Knode and Dine, Mr. Eiges announced the promotion of Allan H. Kalmus former television editor, and Samuel Kaufman, former exploitation editor, to the newly created jobs of television manager and special services manager, respectively.

QUITO RIOT

Broadcast Causes 21 Deaths

BROADCAST of a fictional "Invasion from Mars" by a station in Quito, Ecuador, has resulted in the death of 21 persons, with at least 15 others injured. Similar to a program staged by Orson Welles in the U. S. in 1938, the Feb. 12 broadcast in Quito was based on H. G. Wells' novel, *The War of Worlds*.

Radio Quito interrupted a musical program to announce "an urgent piece of news." Then followed a vivid description of the attack of Quito by the men from Mars. Hysterical listeners poured out into the city's streets. When they learned that the invasion was only a radio drama, they turned into an enraged mob.

The army was called out and used tanks and tear gas to quell the crowds. The building housing Radio Quito and Ecuador's principal newspaper, *El Commercio*, was wrecked, resulting in the deaths. Property damage was estimated at $350,000.

The government appointed the Minister of Defense to investigate, indicted the station's art and drama editors and arrested 10 other persons. Radio Quito interrupted the program after the panic began to announce that it was only a drama, but it was too late to quiet the angry crowds.

GARFIELD & GUILD

Walter Guild to Resign

WALTER GUILD will resign March 1 from Garfield & Guild, San Francisco, to organize a new agency, taking many accounts with him.

Firm name of Garfield & Guild will remain with Sidney Garfield. New agency including Walter Guild will be Guild, Bascom & Bonfigli. Temporarily, at least, the two agencies will share present offices at 45 Second St.

Major accounts held by each agency will include:

Garfield & Guild—Kay Jewelers, Rough Rider Inc., Chemicals Inc. (Vano products) and Smith's of Oakland.

Guild, Bascom & Bonfigli—Bear Creek Orchards, Newell-Gutradt Co. (Strykers soap), Gravem-Englis Baking Co. and Alexander Balart Co. (Alta Coffee).

COPYRIGHT SUIT

Motion to Dismiss Filed

A MOTION to dismiss a $1,200,000 copyright infringement suit brought in federal court in Texas was to be filed jointly late last week by NBC, Russel M. Seeds agency, Chicago; Brown & Williamson Tobacco Co. and Raleigh cigarettes. The defendants were to file a joint motion alleging that all were improperly served.

The four defendants were named by the plaintiff, William E. Ballard, of Palo Pinto County, Tex., in a suit charging that *People Are Funny* used a copyrighted idea of his [BROADCASTING, Jan. 17]. The program is broadcast on NBC under sponsorship of Brown & Williamson for Raleighs, through the Seeds agency.

WFBL

SYRACUSE, N. Y.

1ST with the NEWS

Ray Owens
Newscaster
11:30-11:45 a. m.

Highest Hooper in Town for Any Local Program Day or Night

9.7 Latest Report

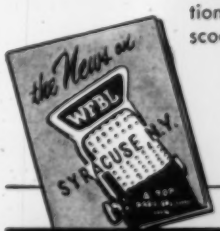
FRANK J. COSTELLO, Mayor of Syracuse, says: "I heartily approve your present method of handling the news. Mr. Owens commands the respect of everyone in the City Hall for his unbiased treatment of the news. It is my opinion that this type of broadcast is preferred to one in which personal opinions enter."

● *Straight News Reporting*

WFBL reports the FACTS — not opinions, a rigid policy which has paid off in the BIGGEST SHARE of DAY and NIGHT AUDIENCE in Syracuse!

● *14 Newscasts Daily*

WFBL keeps folks informed on the local, national and international scene. WFBL not only scoops the town, BUT other stations as well!



Ask Free & Peters for the WFBL News Booklet and Availabilities

WFBL BASIC CBS

IN SYRACUSE . . . THE NO. 1 STATION

TABLE V
Production Method Used

	Hrs-Min.	% of Total
Studio Live	188:10	41.2
Remote	155:37	34.1
Studio Film	74:55	16.4
Studio Live & Film	26:34	5.8
Studio Live & Slide	9:59	2.2
Live, Slide & Film	:57	0.2
Film & Slide	:38	0.1
	456:50	100:0

TABLE VI
TELECAST TIME BY TYPES AND PRODUCTION METHOD
(in hours and minutes)

Rank	Program Type	Studio Live	Studio Film	Studio Live & Slide	Studio Live & Film	Studio Film & Slide	Studio Live Film & Slide	Remote	Total	% of Total
10.	Audience Participation	3:40	:15	:02	2:30	—	—	1:20	7:47	1.7
6.	Childrens	21:29	:10	:30	:15	—	—	:30	22:54	5.0
11.	Discussion	4:45	:45	—	—	—	—	1:00	6:30	1.4
3.	Dramatic	50:00	5:32	—	—	—	—	—	55:32	12.1
7.	Educational	6:00	5:00	—	:30	—	:15	:15	12:00	2.6
14.	Fashion	2:45	:10	:04	—	—	—	—	2:59	0.7
12.	Household Hints and Shopping	4:48	:06	—	:25	—	—	—	5:19	1.1
8.	Musical	6:17	1:04	:49	3:00	—	—	—	11:10	2.5
4.	News	9:04	18:30	3:38	2:57	—	—	—	34:09	7.5
9.	Quiz	5:38	2:35	:21	2:00	—	—	:30	11:04	2.5
1.	Sports & Sports News	3:22	18:30	—	2:45	:10	—	151:00	175:47	38.5
15.	Special Events	2:45	—	—	—	—	—	—	2:45	0.6
2.	Variety	65:15	:18	:16	10:21	—	—	:30	76:40	16.8
16.	Weather	:30	:15	:05	:35	—	:05	:05	1:35	0.3
13.	Time	:21	2:33	:35	:18	—	:15	:15	4:17	0.9
5.	Announcements	1:31	17:48	3:39	:58	:28	:22	:12	25:57	5.7
17.	Miscellaneous	—	:25	—	—	—	—	—	:25	0.1
	Total	188:10	74:55	9:59	26:34	:38	:57	155:37	456:50	100.0

Telestatus

(Continued from page 40)

on the air with 29 accounts in its first reported month. New Orleans also made a good showing in its first report, with 23 accounts. Memphis shows an aggressive local sales effort, as 21 of its 29 accounts were local advertisers.

Milwaukee's one outlet is the prize winner. Though it had a total of 42 advertisers in December, it added 19 new accounts in January, and made a net gain of 14 advertisers, to bring its total number of accounts to 56 in January. Of this total, 32 were local retail advertisers. (See Table IV)

Program Types

For the first time, studio live programming exceeded remotes in total number of sponsored hours telecast. In December remotes accounted for 39.7% of all programming, but in the reporting week in January, live studio programming was 41.2% of the total, and remotes dropped to 34.1%. Film programming was the next most frequent production method, with a total of about 75 hours during the week. (Table V)

Of the total about 18 hours were film announcements, and news and sports programming each used 18½ hours of film during the week. The remainder of the programming was a combination of slide, film and live production.

Sports programming was still far and away the most popular form of programming on the television screen. A total of 175 hours and 47 minutes of sports remotes, commentary or news was presented, accounting for more than one-third of all video sponsorship. No other program category approached that total. (Table VI)

Variety shows, nearly all network programs, were in second place in total telecast time, with about 77 hours or 16.8% of the total. (Network shows hours are multiplied by the number of outlets using that show.)

The two other leading forms of television programming were dramatic (again largely network) with 12.1% and news broadcasts accounting for 7.5% of all programming. The rank order of various types of programs is given in the first column of Table VI.

TV SET figures reported to BROADCASTING during the past week:

Buffalo, N. Y.—12,335 as of Jan. 31, reported by Buffalo Niagara Electric Co.

Dayton, Ohio—2,100 as of Feb. 7, reported by WHIO-TV Dayton.

San Francisco (Bay area)—3,850 as of Feb. 1, reported by KPIX (TV) San Francisco.

TV Mobile Laws

LIST of 12 state legislatures which would prohibit or limit mobile television installations [BROADCASTING, Feb. 7] has now grown to 19. New states are Delaware, Maine, New Hampshire, New Jersey, Pennsylvania, Tennessee and Washington. District of Columbia also has a bill under consideration. All legislation introduced only, with no bill yet to pass both Houses, although Indiana bill has passed Senate, and Rhode Island bill has passed the House. Maryland passed its bill last Wednesday.

Know how they do it in Monroe?

THICK or thin, here's a female audience that takes life and malted milks with equally keen anticipation. On their toes when it comes to keeping abreast, they have a lot to say about the 223 millions of dollars spent in KMLB's seventeen northeastern La. parishes and three Ark. counties. They give plenty of ear to KMLB, the TUNE-IN station in these parts. They're waiting to hear about your product or service!

KMLB
MONROE, LOUISIANA
★ TAYLOR-BORROFF & CO., Inc.
National Representatives
★ AMERICAN BROADCASTING CO.
5000 Watts Day • 1000 Watts Night

HAS MORE LISTENERS IN NORTHEASTERN LOUISIANA THAN ALL OTHER STATIONS COMBINED

WWJ- *First all the way!*

WWJ History One of Firsts

Radio, FM and Video All Led the Way

The history of WWJ-The Detroit News and its "offspring"—WWJ-FM and WWJ-TV — has been a history of Firsts.

WWJ was the first station in America to broadcast regularly scheduled programs of entertainment.

WWJ-FM was the first Frequency Modulation Station in Michigan.

WWJ-TV was the first television station in Michigan and the whole country west of the Atlantic seaboard.

Here are some of WWJ's firsts:

Aug. 20, 1920 — WWJ started operating.

Aug. 31, 1920—First election returns; for Governor.

Sept. 4, 1920 — First dancing party with music by radio.

Sept. 6, 1920—Results of the Dempsey-Miske fight broadcast.

Sept. 23, 1920—First vocal radio concert.

Oct. 5, 1920—First World Series scores broadcast.

December, 1921—First broadcast of church chimes, from St. Paul's Episcopal Cathedral . . .

WWJ helps police capture fugitive.

Feb. 10, 1922—First complete symphony concert broadcast by radio, Ossip Gabrilowitsch directing.

WARING MAKES BOW

March, 1922—WWJ broadcasts news to snowbound North Michigan.

May, 1922 — Fred Waring's Pennsylvanians make first broadcast on WWJ.

May 28, 1922—First orchestra organized especially for broadcasting — The Detroit News Orchestra, 16 pieces.

June 9, 1922—Thomas E. Dewey makes first radio bow, as baritone.

June 18, 1922 — First Radio Wedding — Wendall Hall, the "Redheaded Music-Maker" as the bridegroom.

Feb. 13, 1925—WWJ joins NBC.

March 1925—WWJ broadcasts the Coolidge inaugural.

October 1936—WWJ moves into its new studios across from The Detroit News.

May 1941 — WWJ establishes the first FM station in Michigan, WENA, since renamed WWJ-FM.

Oct. 23, 1946—First TV in Detroit. Experimental programs sent from the Penobscot Building to Convention Hall.

March 4, 1947—WWJ-TV begins televising experimentally.

May 9, 1947—The Detroit News Spelling Bee televised first time.

FIRST BASE BALL

June 3, 1947—WWJ-TV starts commercial operation. First base ball game telecast (by Ty Tyson) —Tigers-Yanks.

June 4, 1947—Carnival on Ice.

June 6, 1947 — Boxing at the Olympia.

June 19, 1947 — Midget Auto Races.

July 12, 19 — Henry Ford Memorial Races.

July 26, 1947—Soap Box Derby.

Aug. 12, 1947—Mack Park wrestling.

Sept. 5, 1947—Lions' pro-football broadcast.

Sept. 27, 1947—U. of M. football.

Oct. 19, 1947—Olympia Hockey.

Nov. 23, 1947—Catholic Theater's "Apple of his Eye."

Dec. 17, 1947—Roller hockey.

Dec. 18, 1947—Bowling

Dec. 24, 1947—First Midnight Christmas Mass, from St. Aloysius.

Jan 6, 1948—First telecast of City Council Meeting.

Jan. 8, 1948—Rose Bowl film shown.

Feb. 22, 1948—WWJ-TV starts 7-day-a-week operation.

FIRST SYMPHONY TELECAST

April 19, 1948—First telecast of the Detroit Symphony from the Music Hall.

June 6, 1948—Polo.

July 9, 1948—Olympic Swimming.

Sept. 1, 1948—First Community Chest program to be televised.

Sept. 20, 1948—The Midwest network is launched with WWJ-TV telecasting the inaugural program emanating from St. Louis.

Sept. 26, 1948—WWJ-TV feeds Cleveland the Tiger-Boston game because of the great interest in the crucial battle. Again the network is used.

Oct. 8, 1948—WWJ-TV telecasts the first World Series games, Oct. 8, 9 and 10, from Cleveland.

Jan. 11, 1949 — East-Midwest network inaugural program, joining WWJ-TV with New York, Washington and other eastern cities.

WWJ-TV

NBC Television Network

FIRST IN MICHIGAN . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

AGENCIES • ADVERTISERS • STATIONS

Announcing

1949 RADIO-TV MAP

DESIGNED FOR PLANNING - SELLING

→ This attractive three color quality map shows AM-TV stations in United States, its possessions, and Canada—by city, county, state, territory, province . . . time zones.

→ You'll use these maps all year round to demonstrate coverage . . . plot network and national spot campaigns . . . for translating complex problems into simplified sales pictures.

YOUR 1949 RADIO-TV-PICTURE - 25"x35"

→ ***Excellent for presentations - - visualizing markets - - charting sales territories, costs and volume - - ready reference at a glance.***

60¢ PER MAP 25"x35"

50¢ each 10 or more

40¢ each 50 or more

ORDER YOUR MAPS TODAY!

BROADCASTING • Telecasting
National Press Building
Washington 4, D. C.

Please send ..... 1949 Radio-TV Maps. $..... enclosed. (Check or money order, please. At these reduced prices we cannot bill for less than 10 maps—$5.00)

NAME .....

FIRM .....

ADDRESS .....

CITY ..... *ZONE* .....

STATE .....

Network Expenditures

(Continued from page 27)

Class	Sponsor and Product	1948 Exp.	1947 Exp.	% Increase or Decrease
VII	**CHRISTIAN REFORM CHURCH** Religion	208,295	8,184	+200,111
VI	**CHRISTIAN SCIENCE PUBLISHING SOCIETY** Christian Science Monitor	309,938	315,874	—5,934
V	**CHRYSLER CORP.** Plymouth & De Soto Cars	819,297	231,717	+587,580
V	**CITIES SERVICE CO.** Gas & Oil	630,108	613,380	+16,728
VIII	**CLARY MULTIPLIER CORP.** Clary Business Machines & Flo-Ball Writing Instruments	11,596		
VIII	**CLEAR WEAVE STORES INC.** Miscellaneous Apparel & Accessories	2,304		
VII	**CLUB ALUMINUM PRODUCTS CO.** Aluminum Household Utensils	125,422	115,192	+10,230
III	**COCA-COLA CO.** Coca-Cola	2,519,887	695,124	+1,824,763
VIII	**COLE, H. C., MILLING CO.** Omega Flour	46,821	30,951	+15,870
III	**COLGATE-PALMOLIVE-PEET CO.** Colgate Dental Cream, Lustre Creme, Palmolive Soap, Super Suds, Colgate Shave Cream, Brushless Shave & Rapid Shave Cream, Halo Shampoo, Cashmere Bouquet Soap	4,342,245	4,352,523	—9,278
VIII	**CONSOLIDATED ROYAL CHEMICAL CO.** Kranks Shave Kreem	20,677		
VIII	**CONTI PRODUCTS INC.** Conti Castile Shampoo	24,710	250,146	—225,436
V	**CONTINENTAL BAKING CO.** Wonder Bread & Hostess Cake	756,889	730,794	+26,095
VIII	**CONTINENTAL PHARMACEUTICAL CO.** Kyron	60,802		
V	**CREAM OF WHEAT CORP.** Cream of Wheat Cereal	356,624	340,929	—15,695
V	**CUDAHY PACKING CO.** Old Dutch Cleanser	626,881	570,251	+56,630
V	**CURTIS CIRCULATION CO.** Magazines	666,657	735,430	—68,773
VIII	**CURTIS PUBLISHING CO.** Publishers	51,717	187,276	—135,559
VI	**CURTISS CANDY CO.** Candy	272,855	264,323	+8,532
VIII	**DAY & NIGHT MANUFACTURING CO.** All Products	4,914		
VIII	**DELAWARE, LACKAWANNA & WESTERN COAL CO.** Blue Coal	86,246	86,659	—413
VIII	**DOUBLEDAY & CO. INC.** Books	36,022		
VII	**DRACKETT CO.** Drano & Windex	248,573	68,843	+179,730
VIII	**DRESSER INDUSTRIES INC.** All Products	3,053		
V	**DU PONT de NEMOURS, E. I., & Co.** Institutional	695,736	693,276	+2,460
V	**ELECTRIC AUTO LITE CO.** All Products	904,413	891,974	+12,439
V	**ELECTRIC COMPANIES ADVERTISING PROGRAM** Institutional	539,131	541,666	—2,535
VIII	**ELGIN NATIONAL WATCH CO.** Watches	55,350	55,892	—542
V	**EMERSON DRUG CO.** Bromo-Seltzer	829,580	844,703	—15,123
V	**EQUITABLE LIFE ASSURANCE SOCIETY OF THE U. S.** Insurance	876,747	761,601	+115,146
VIII	**EVANS PEN CORP.** Evanette Ball Point Pens	8,989		
IV	**EVERSHARP INC.** Razors, Razor Blades, Pens & Pencils	1,006,252	1,852,006	—845,754
VII	**FALSTAFF BREWING CO.** Beer	127,860		
VII	**FARNSWORTH TELEVISION & RADIO CORP.** Capehart Radios, Farnsworth Radios, Phonographs, Television Sets, & Railway Communication Equipment	213,362		
VII	**FAULTLESS STARCH CO.** Starch	13,876		
VIII	**FERRY MORSE SEED CO.** Seeds	98,946	197,170	—98,224
V	**FIRESTONE TIRE & RUBBER CO.** Tires & Tubes	776,163	786,177	—10,014
VIII	**FIRST CHURCH OF CHRIST SCIENTIST** Religious Talks	51,848		
VIII	**FIRST NATIONAL STORES INC.** Institutional	71,448	14,712	+56,736
VIII	**FISHER FLOURING MILLS CO.** Biskit Mix, Flour for Europe, Fisher Cereal, Flour Products	29,303	52,064	—22,761
VI	**FITCH, F. W. & CO.** Fitch Shampoo, Ideal Hair Tonic & Brushless Shave Cream	335,580	825,262	—489,682
IV	**FORD MOTOR CO.** Automobiles	1,629,102	908,970	+720,132
VIII	**"42" PRODUCTS INC.** All Products "42" Oil Shampoo, Hair Oil Tonic & Kings Men Toiletries	76,716 54,736 21,980	120,679 120,679	—43,963
VIII	**FULLER, W. P., & CO.** Paints	67,047	61,965	+5,082
VIII	**FULLER FOUNDATIONS** Evangelical Talks	69,002	254,049	—185,047
VII	**FRUEHAUF TRAILER CO.** Trailers & Institutional	125,497		
III	**GENERAL ELECTRIC CO.** All Products Institutional Electric Lamps & Bulbs	3,283,378 1,826,896 783,084 673,398	630,857 187,247 211,809 231,801	+2,652,521

(Continued on page 54)

"STEP ON IT BOYS! THEY'RE ADVERTISING ANOTHER DRESS SALE ON WGN TONIGHT!"

YES, THIS IS LITERALLY WHAT HAPPENED when Hirsch Clothing Co., John Nesbitt's "Passing Parade" and WGN got together for two announcements on the night of November 29, 1948. No promotion or advertising other than these two commercials was used and yet $19,000 worth of dresses were sold before closing time the next day.

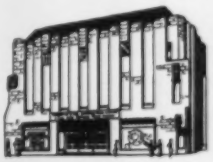
This is a Hirsch story, a Nesbitt tale and a typical WGN listener response.

A Clear Channel Station...
Serving the Middle West

WGN

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

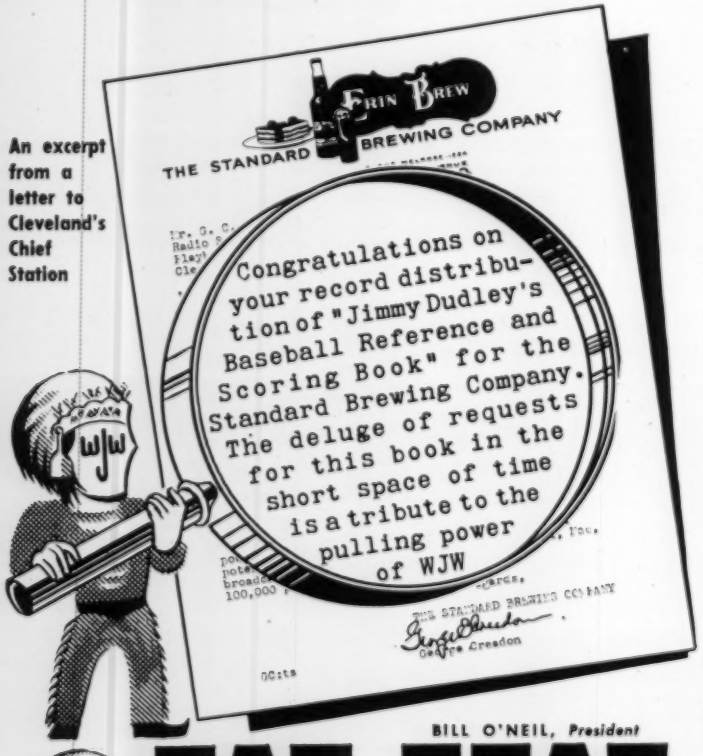
Network Expenditures

(Continued from page 52)

Class	Sponsor and Product	1948 Exp.	1947 Exp.	$ Increase or Decrease
II	**GENERAL FOODS CORP.**	6,774,603	7,084,066	—309,463
	Bakers Chocolate, Minute Tapioca, Calumet, Swansdown, Certo, Jell-O & Jello-Puddings, Cornstarch, Post's Corn Toasties, Cereals, Maxwell House Coffee & Instant Coffee, Sanka, Gaine's Dog Food, La France & Satina & Other Products			
II	**GENERAL MILLS INC.**	7,190,559	7,053,473	+114,747
	Bisquick, Ginger Cake Mix, Pyequick, Soups, Gold Medal Kitchen Tested Flour, Soft-a-silk Cake Flour, Cheerios, Wheaties, Bean Soup & Other Products			
IV	**GENERAL MOTORS CORP.**	1,976,764	1,789,850	+186,914
	Chevrolet Autos	127,490		
	Institutional	1,048,500	974,387	
	Electrical Refrigerators	800,779	815,463	
II	**GILLETTE SAFETY RAZOR CO.**	6,267,319	1,269,756	+4,997,563
	Brushless & Lather Shaving Cream, Razors, Razor Blades, Toni Home Permanent Wave, Shampoo & All Products			
V	**GOLD SEAL CO.**	547,548		
	Gold Seal Wax			
V	**GOODYEAR TIRE & RUBBER CO.**	541,500	591,543	—50,043
	Tires			
VIII	**GRAND LODGE FREE & ACCEPTED MASONS OF NEW YORK**	656	774	—118
	Institutional			
VI	**HASTINGS MFG. CO.**	324,681		
	Piston Rings & Casite			
V	**GULF OIL CORP.**	612,714	610,089	+2,625
	Gulf Oil Products			
V	**HALL BROTHERS**	843,801	832,215	+11,586
	Hallmark Greeting Cards			
VII	**HANCOCK, JOHN, MUTUAL LIFE INSURANCE CO.**	186,618	229,464	—42,846
	Life Insurance			
VI	**HELBROS WATCH CO.**	478,002	457,827	+20,175
	Helbros Watches			
VII	**HIRES, CHAS E., CO.**	151,357	423,087	—271,730
	Root Beer			
VIII	**HORMEL, GEORGE A., & CO.**	53,820		
	Spam & Other Canned Meats			
VI	**HOUSEHOLD FINANCE CORP.**	451,924	546,415	—94,491
	Personal Loans			
VII	**HUDSON COAL CO.**	49,088	49,088	
	Coal			
VI	**ILLINOIS WATCH CASE CO.**	378,942		
	Compacts, Cigarette Cases, Dresser Sets, Etc.			
VIII	**INTERNATIONAL BROTHERHOOD OF BOILERMAKERS, IRON SHIP BUILDERS AND HELPERS OF AMERICA**	16,902		
	Institutional			
V	**INTERNATIONAL HARVESTER CO.**	782,719	628,995	+153,724
	All Products	626,693	628,995	
	Institutional, Motor Trucks & Farm Machinery	156,026		
VII	**INTERNATIONAL MILLING CO.**	118,437	22,034	+96,402
	Robin Hood Flour			
V	**INTERNATIONAL SILVER CO.**	853,074	585,675	+267,399
	International Silver & 1847 Rogers Silverplate			
VIII	**INTERSTATE LABS INC.**	16,252		
	Oculine Eye Pads			
V	**JERGENS, ANDREW, CO.**	804,832	758,162	+46,670
	Jergens Lotion, Toilet Soaps, Perfumes, Etc.			
V	**JOHNS-MANVILLE CORP.**	844,306	875,149	—30,843
	Industrial Products	425,562		
	Insulation	418,744	875,149	
IV	**JOHNSON, S. C., & SON INC.**	1,181,372	863,226	+318,146
	Johnson's Wax & Allied Products	1,115,792	863,226	
	Carnu	65,580		
V	**KAISER-FRAZER CORP.**	957,708	244,114	+713,594
	Automobiles			
IV	**KELLOGG CO.**	1,048,640	2,737,559	—1,688,919
	Pep & Other Cereals			
VIII	**L. B. LABORATORIES INC.**	8,693		
	L. B. Hair Oil & Shampoo			
VI	**LAMBERT PHARMACAL CO.**	286,766		
	Listerine Tooth Powder & Toothpaste			
VI	**LEE, FRANK H., CO.**	404,195	369,196	+34,999
	Hats			
VIII	**LEWIS FOOD CO.**	22,143		
	Dog & Cat Food			
V	**LEVER BROTHERS CO.**	5,317,036	4,767,321	+549,715
	Lifebuoy Soap, Lux Soap, Lux Flakes, Swan Soap, Dentifrice, Pepsodent Toothpaste & Toothpowder, Trim Hair Tonic & Other Products	2,994,871	2,593,902	
	Spry, Lipton Tea & Noodle Soup Mix	1,515,619	1,448,011	
	Rinso	806,546	725,408	
V	**LEWIS-HOWE CO.**	766,830	966,465	—199,635
	Tums & NRT Tablets			
II	**LIGGETT & MYERS TOBACCO CO.**	5,043,752	3,752,068	+1,291,690
	Chesterfield Cigarettes			
VII	**LONGINES WITTNAUER WATCH CO. INC.**	163,670		
	Watches			
VIII	**LONG ISLAND MATTRESS CO.**	8,514		
	All Products			
IV	**LORILLARD, P., CO.**	1,164,420	1,045,776	+118,644
	Old Gold Cigarettes			
VIII	**LOS ANGELES SOAP CO.**	64,983	49,947	+15,036
	All Products			
V	**LUDEN'S INC.**	624,509	573,869	+50,640
	Cough Drops & Other Products	33,348	389,520	
	5th Avenue Candy Bar	591,161	184,349	
VIII	**LUER PACKING CO.**	3,738		
	Fresh Meats			
VI	**LUTHERAN LAYMEN'S LEAGUE**	388,526	344,764	+43,762
	Religious Talks			
VII	**MAIL POUCH TOBACCO CO.**	187,047	176,615	+10,432
	Tobacco			
III	**MANHATTAN SOAP CO.**	2,803,753	2,786,542	+17,211
	Sweetheart Soap & All Products	1,857,050	1,529,475	
	Blu White Flakes & Sweetheart Soap	946,703	1,257,067	
VIII	**MANTLE LAMP CO. OF AMERICA INC.**	40,273		
	Electric & Kerosene Lamps, Kerosene Lanterns & Heaters, Vacuum Bottles	40 273		
IV	**MARS INC.**	1,542,062	1,324,142	+217,920
	Candy			
VIII	**McKESSON & ROBBINS.**	8,118		
	Tartan Suntan Oil			
VIII	**McLAUGHLIN, W. F., & CO.**	17,424	126,192	—108,768
	Manor House Coffee			
VIII	**MENNEN CO.**	67,488		
	Mennen Shaving Cream, Skin Bracer, Talcum Powder for Men, Cream Hair Oil			
VI	**METROPOLITAN LIFE INSURANCE CO.**	471,543	523,744	—52,201
	Life Insurance			
VIII	**MICHIGAN REPUBLICAN STATE COMMITTEE**	708		
	Political			
V	**MILES LABS. INC.**	5,885,540	5,531,884	+353,656
	Alka-Seltzer & Vitamins, One-a-Day Vitamin Tablets, All Products			
VI	**MINNESOTA VALLEY CANNING CO.**	434,231	228,915	+205,316
	Canned Vegetables			
VIII	**MISSISSIPPI TABERNACLE**	12,944		
	Religion			
VIII	**MODE O'DAY CORP.**	17,684		
	Mode O'Day Wash Dresses			

(Continued on page 56)

An excerpt from a letter to Cleveland's Chief Station


Erin Brew
THE STANDARD BREWING COMPANY
Congratulations on your record distribution of "Jimmy Dudley's Baseball Reference and Scoring Book" for the Standard Brewing Company. The deluge of requests for this book in the short space of time is a tribute to the pulling power of WJW
WJW

BILL O'NEIL, *President*

WJW

BASIC **ABC Network** — **CLEVELAND** — 850 KC **5000 Watts**

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

ACCORD

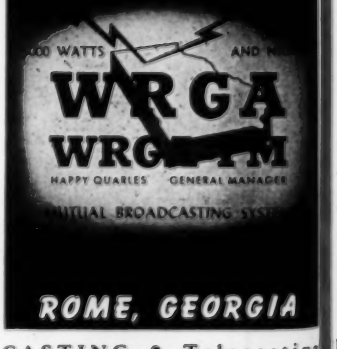
Accordionist Rejoins Heidt

DIFFERENCES between Horace Heidt, band leader, and Dick Contino, accordionist, have been resolved by an impartial mediator. The young musician was scheduled to rejoin the Heidt troupe in New Orleans yesterday for its featured NBC broadcast at 7 p.m. EST.

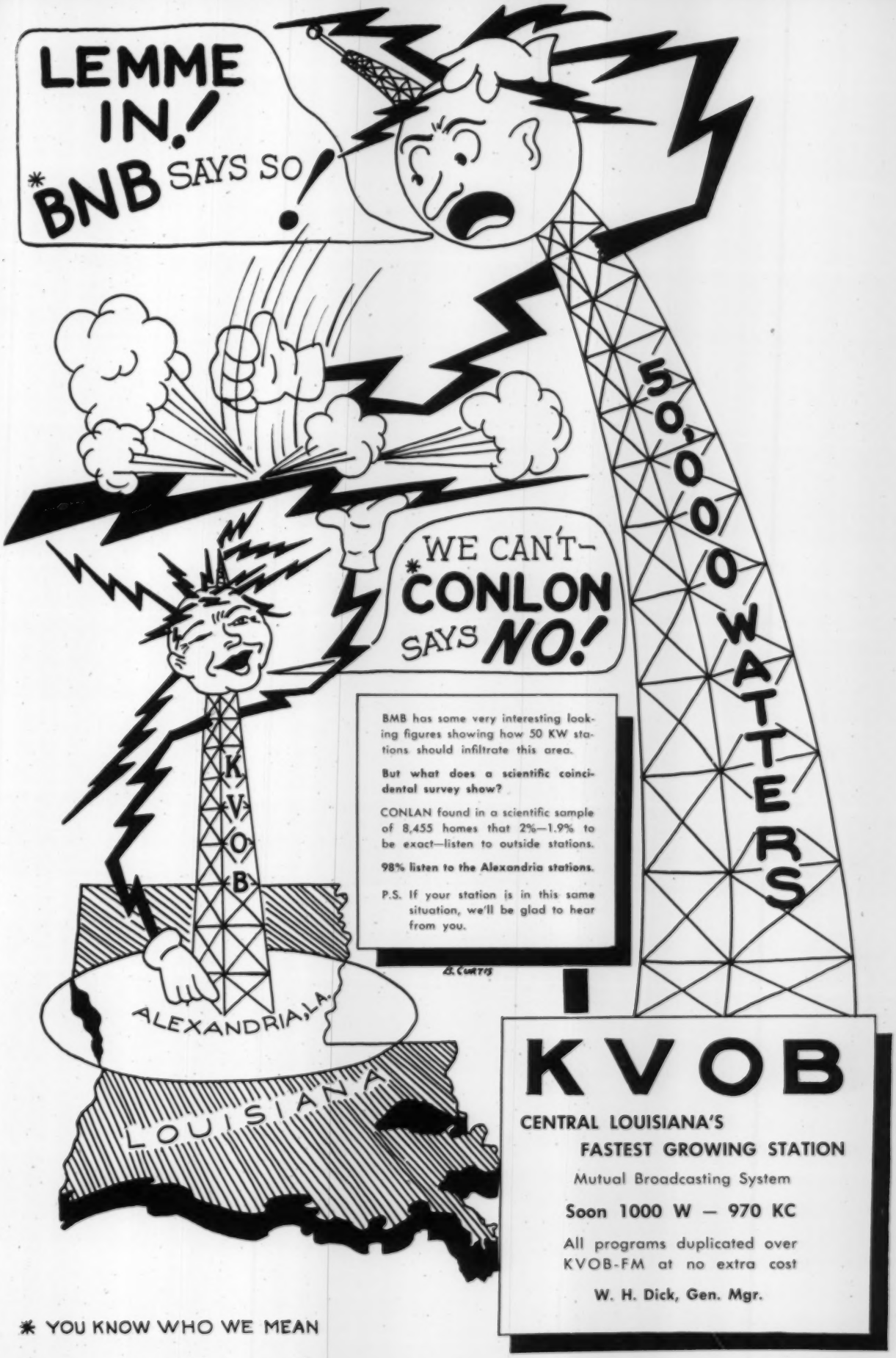
Mr. Heidt and Mr. Contino issued a joint statement in New York Thursday announcing the settlement.

In the statement Mr. Heidt said he was withdrawing an injunction suit against Mr. Contino and Mr. Contino said he was completely satisfied now.

MUTUAL'S MOST POWERFUL VOICE IN GEORGIA



ROME, GEORGIA


LEMME IN.!
*BNB SAYS SO!
WE CAN'T-
*CONLON SAYS NO!
50,000 WATTERS
BMB has some very interesting looking figures showing how 50 KW stations should infiltrate this area.
But what does a scientific coincidental survey show?
CONLAN found in a scientific sample of 8,455 homes that 2%—1.9% to be exact—listen to outside stations.
98% listen to the Alexandria stations.
P.S. If your station is in this same situation, we'll be glad to hear from you.
K V O B
ALEXANDRIA, LA.
LOUISIANA
KVOB
CENTRAL LOUISIANA'S
FASTEST GROWING STATION
Mutual Broadcasting System
Soon 1000 W — 970 KC
All programs duplicated over KVOB-FM at no extra cost
W. H. Dick, Gen. Mgr.

* YOU KNOW WHO WE MEAN

Look at The Returns in Houston!

K-NUZ assures advertisers more dollars in returns, per dollar invested, than any other station in Houston. It's true — dollar per dollar, invested in time on K-NUZ, Houston's fastest growing radio station, bring phenomenal results. Constantly mounting Hooper ratings plus scores of satisfied advertisers testify to this fact — the latter by their repeat orders for K-NUZ spots and superior programs.

NATIONAL REP. FORJOE & CO.
Dave Morris, Gen. Mgr.

k-nuz

"Your Good News Station"
9th Floor Scanlan Bldg.
HOUSTON 2, TEXAS

Radio Promotion

(Continued from page 25)

operating costs and general business trends are leading advertisers and agencies to inspect their advertising dollars with greater care. As a result they need more selling, he said, adding that use of radio for institutional advertising is decreasing.

Advertisers are going in for hard-hitting sales techniques, he said, and other media are greatly expanding media-wide sales efforts. Radio has been selling against itself in the "good years" but collective selling is now needed, he said. Television has confused buyers' minds as to the real strength of broadcast selling, he suggested.

Outline of the script for the all-radio film will be ready for the NAB convention in April, Mr. Gray said, along with typical segments of the final film now slated for completion in time for the fall sales season. Mr. Ratner is starting to write the draft script, following completion of preliminary work.

Shows All Radio Good

Mr. Ratner emphasized to the board that the film will show that all radio is good, in all its forms, AM and FM, from announcements to hour shows. It will demonstrate by actual on-the-scene movies how sound broadcasting is an enormously versatile medium and can meet any advertising need. Though there is no problem in selling premium time at present, the film will show that all time is a good sales weapon.

Answering fears that the film might emerge as a network or big-station promotion, Mr. Ratner pledged that the film will not have a network slant. He said the story will be told entirely in the terms of local station operation "because that's where the listener gets his radio."

Mr. Avery, in charge of utilization of the film, gave the board his four-point plan to show the film in every community in the nation to business, service and civic groups as well as individuals.

The plans for exhibition of the finished film are: Plan A, presentation in eight major markets in conjunction with local committees of subscribing stations (these markets yielding 95% of national advertising); Plan B, showings in the next 142 markets where local committees will organize showings, aided by complete sets of instructions; Plan C, showings in committees or towns before service clubs, civic groups and dealer meetings; Plan D, showings by individual stations to individual prospects and to store meetings and similar affairs.

WFPG-FM Starts

FM operations for WFPG Atlantic City started Feb. 14, according to an announcement by Mel Siskind, program director. WFPG-FM is on Channel 253 (98.5 mc) with 15.5 kw. A 408-foot tower is in use.

Network Expenditures

(Continued from page 54)

Class	Sponsor and Product	1948 Exp.	1947 Exp.	$ Increase or Decrease
VIII	**MODGLIN CO. INC.**	10,905		
	Perma Brooms			
VIII	**MOFFAT, H., CO.**	4,212		
	Meat Products			
VIII	**MOORE, BENJAMIN, & CO.**	69,366	60,759	+8,607
	Paint			
VI	**MORRELL, JOHN, & CO.**	292,283	177,953	+114,330
	Red Heart Dog Food			
III	**MORRIS, PHILIP, & CO., LTD., INC.**	3,844,044	3,128,733	+715,311
	Cigarettes & Tobacco, Philip Morris Cigarettes			
VII	**MUSTEROLE CO.**	136,422	107,973	+28,449
	Musterole			
V	**MUTUAL BENEFIT HEALTH & ACCIDENT ASSN. OF OMAHA**	728,733	706,535	+22,198
	Insurance			
V	**NASH-KELVINATOR CORP.**	775,449		
	Nash Cars	86,250		
	Kelvinator Refrigerators, Electric Ranges, & Home Freezers	689,199		
IV	**NATIONAL BISCUIT CO.**	1,149,157	696,201	+452,956
	Premium & Ritz Crackers, Nabisco Shredded Wheat, Nabisco & Grahams, All Products			
VII	**NATIONAL COUNCIL OF PROTESTANT EPISCOPAL CHURCHES**	231,479		
	Religion			
IV	**NATIONAL DAIRY PRODUCTS CORP.**	1,875,830	447,190	+1,428,640
	Cheese	645,495		
	Milk, Ice Cream	490,958	447,190	
	Miracle Whip, Mayonnaise	135,045		
	Parkay, Kraft Dinner	604,332		
	NESTLE CO. INC.	588,941	604,447	—15,506
	Nescafe			
VIII	**NEW YORK STATE REPUBLICAN COMMITTEE**	1,776		
	Political			
V	**NORWICH PHARMACAL CO.**	726,525	561,216	+165,309
	Pepto-Bismol, Unguentine, Etc.			
V	**NOXZEMA CHEMICAL CO.**	656,478	624,470	+32,008
	Noxzema & Noxzema Shave Cream			
V	**PABST SALES CO.**	760,963	749,499	+11,514
	Pabst Blue Ribbon Beer			
V	**PACIFIC COAST BORAX CO.**	615,225	638,559	—23,334
	Twenty Mule Team Borax & Boraxo			
VIII	**PACIFIC GREYHOUND LINES**	3,856		
	Bus Transportation			
VIII	**PENNSYLVANIA COMMITTEE — STASSEN FOR PRESIDENT**	2,295		
	Political			
VIII	**PERFECT CIRCLE CO.**	17,335	17,145	+190
	Piston Rings			
IV	**PET MILK SALES CORP.**	1,031,883	924,362	+107,521
	400-D Pet Milk			
VII	**PETER PAUL INC.**	186,876	177,733	+9,143
	All Products			
V	**PHARMACO INC.**	755,464	719,126	+36,338
	Chaoz, Feen-a-Mint			
IV	**PHILCO CORP.**	2,234,816	2,408,150	—173,334
	Philco Radios, Refrigerators, Freezers, Air Conditioning & Television Receivers			
VII	**PIEDMONT SHIRT CO.**	196,405		
	Wing Shirts			
V	**PILLSBURY MILLS INC.**	989,317	384,478	+604,839
	All Products			
VIII	**PILOT RADIO CORP.**	9,291	30,968	—21,677
	FM Radio Speaker Device			
VIII	**PLANTERS NUT & CHOCOLATE CO.**	82,320	149,298	—66,978
	Planter Peanuts & Peanut Oil			
IV	**POLITICAL PROGRAMS**	1,208,503		
	Political Speeches			
I	**PROCTER & GAMBLE CO.**	18,226,321	16,652,870	+1,573,451
	Camay Soap, Ivory, Drene, Lava Soap, Prell & Teel	5,290,477	5,289,204	
	Crisco	1,482,500	1,242,423	
	Chipso, Tide, Dreft, Duz, Ivory Flakes, Spic & Span, Camay, Ivory Snow, Oxydol, Cleansers, Shortenings & Dentifrices	11,426,344	10,121,243	
IV	**PRUDENTIAL INSURANCE CO. OF AMERICA**	1,942,416	1,964,163	—21,747
	Insurance			

(Continued on page 58)

MEMO to:
JULIE BROWN, Compton Agency:

Another top rating for WCKY's independent block programming, Musical Showboat, Sunday 2 to 3 P.M. leads all stations with an audience rating of 5.4.*

(Pulse Nov.-Dec.).

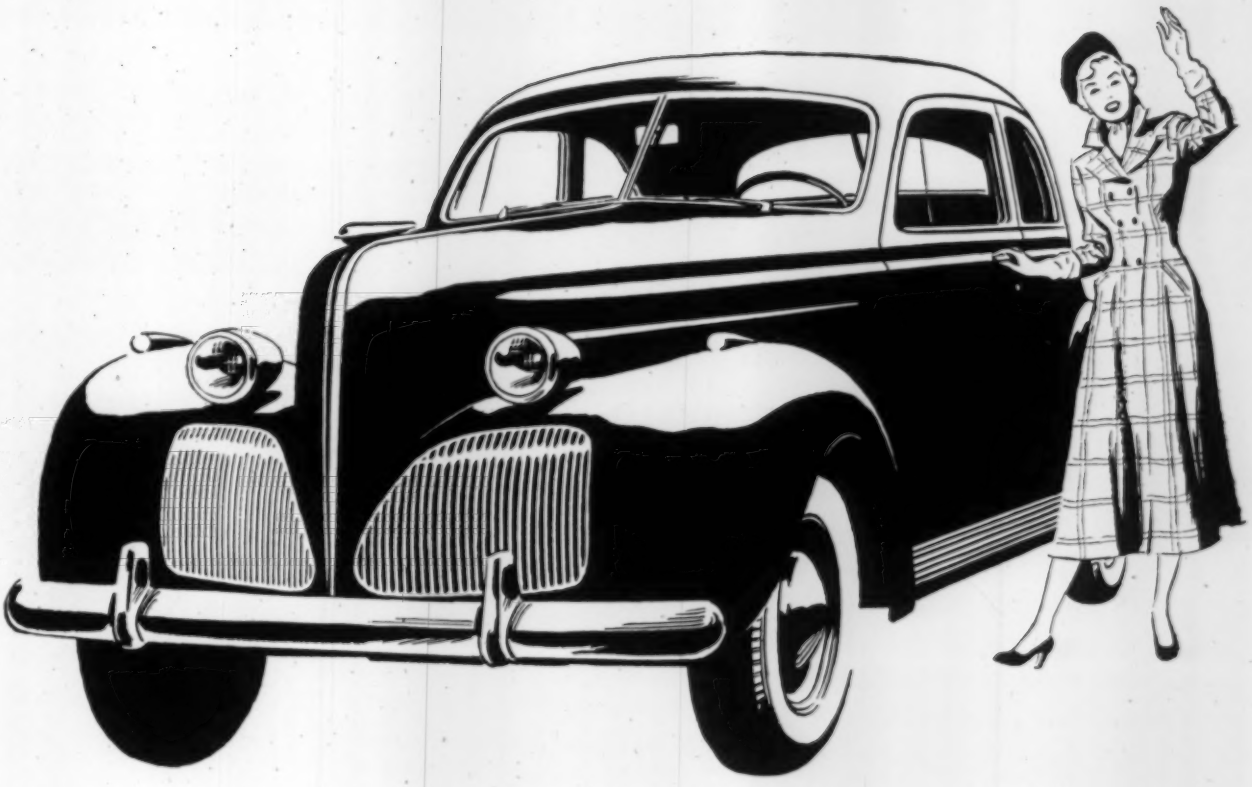
ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER



NINTH YEAR, STILL GOING STRONG

This car was showroom-new in 1940, when Keystone Automobile Club first used KYW to tell people in the Philadelphia area about the Club's helpful services.

As the years rolled by, Keystone has been able to keep in touch with more and more club members.. *more and more car owners..* through this regular weekly radio program. Motorists in the nation's third market have come to rely on the Keystone program for information and advice. And Keystone's membership, in the same period, has increased 33 percent!

Whatever the product or service *you* want to sell in the Philadelphia market, you'll do well to follow Philadelphia business leaders and *start selling on KYW*. Renewals prove results; KYW gets both! Get in touch with Free & Peters.. today!

KYW

PHILADELPHIA'S 50,000 WATT NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

NATIONAL REPRESENTATIVES, FREE & PETERS, EXCEPT FOR WBZ-TV; FOR WBZ-TV, NBC SPOT SALES

Network Expenditures

(Continued from page 56)

Class	Sponsor and Product	1948 Exp.	1947 Exp.	$ Increase or Decrease
V	**PURE OIL CO.** Petroleum Products	629,000	627,341	+1,659
III	**QUAKER OATS CO.** Aunt Jemima Pancake Flour & Muffets, Ken-L Ration, Oatmeal, Puffed Wheat & Puffed Rice Sparkies	2,679,533	2,436,931	+242,602
VI	**RADIO BIBLE CLASS** Religious Talks	289,280	263,188	+26,092
V	**RADIO CORP. OF AMERICA** Institutional	628,832	602,300	+26,532
IV	**RALSTON-PURINA CO.** Instant Ralston, Ralston & Shredded Ralston Chow Products	1,411,563 1,084,031 327,532	1,572,140 1,154,235 417,905	—160,577
VIII	**REICHHOLD CHEMICALS INC.** Musical Digest Magazine & Vox Records	73,050	516,692	—443,642
IV	**REPUBLICAN & DEMOCRATIC NATIONAL COMMITTEES, PROGRESSIVE PARTY & DEWEY WARREN CLUBS** Political	1,213,282		
VII	**REVERE CAMERA CO.** Movie Cameras, Projectors & Accessories	242,651	83,910	+158,741
V	**REXALL DRUGS CO.** Rexall Drugs	859,386	850,842	+8,544
III	**REYNOLDS, R. J., TOBACCO CO.** Camel Cigarettes, Prince Albert Tobacco	4,076,436	3,945,149	+131,287
VI	**RICHFIELD OIL CORP.** Petroleum Products	279,792	466,377	—186,585
V	**RONSON ART METAL WORKS** Ronson Lighters	631,275	497,843	+133,432
VIII	**SAFEWAY STORES INC.** Kitchen Kraft Flour, Sunnybank Margarine Canterbury Tea & Dwight Edwards Coffee All Products	31,861 31,861	438,832 71,461 159,082 208,289	—406,971

WBNS SPOTLIGHT
A Posy for Irwin Johnson who wins all popularity polls in Central Ohio as the tops in disc jockeying and as an outstanding personality. It was only natural that Columbus' Annual Mum Show should name a chrysanthemum "The Early Worm" in honor of his morning WBNS program that helps folks start the day in a high good humor. Johnson is the first in radio to receive such a distinction.
Civic Affairs Are of Special Interest to WBNS— Richard A. Borel, general manager of the Station, sets the pace for all as an enthusiastic worker for fifteen organizations from the Boy's Club to the Columbus Philharmonic. He is also an active member of CBS Affiliates Advisory Board.
Twenty Years on WBNS—That's the record of the Capital City Products Company, makers of Dixie Margarine and Kingtaste Salad Dressings. Dixie and Kingtaste are household words among the families of Central Ohio . . . another demonstration that consistent WBNS time pays dividends.
DIXIE
COVERS CENTRAL OHIO
IN COLUMBUS IT'S
WBNS
POWER 5000 D•1000•N CBS
ASK JOHN BLAIR

Class	Sponsor and Product	1948 Exp.	1947 Exp.	$ Increase or Decrease
V	**SEEMAN BROTHERS INC.** Air Wick White Rose Food Products	636,551 630,525 6,026	455,187 455,187	+181,364
V	**SEMLER, R. B.** Kreml Hair Tonic & Shampoo, Kreml Kreme Hair Tonic	920,455	832,510	+87,945
IV	**SERUTAN CO.** Serutan, Nutrex	1,168,266	1,207,614	—39,348
VI	**SHEAFFER, W. A., PEN CO.** Pens, Pencils, Skrip & Leads	456,606	989,369	—532,763
VIII	**SHIPSTAD & JOHNSON** Ice Follies of 1949	5,215	6,380	—1,165
VI	**SHOTWELL MANUFACTURING CO.** Candy Bars	381,022		
VIII	**SIGNAL OIL CO.** All Products	70,275	72,912	—2,637
VII	**SKELLY OIL CO.** Petroleum Products	180,288	168,190	+12,091
VII	**SMITH BROTHERS INC.** Smith Brothers Cough Drops	128,086		
VIII	**SOIL-OFF MANUFACTURING CO.** All Products	22,793		
VIII	**S.O.S. CO.** All Products	55,101	19,228	+35,873
V	**SOUTHERN COTTON OIL CO.** Wesson Oil, Snowdrift Shortening	662,564	875,123	—212,559
VI	**SPEIDEL CO.** Wristwatch Bands	262,269		
IV	**STANDARD BRANDS INC.** Blue Bonnet Margarine, Chase & Sanborn Coffee, Fleischmann's Yeast & Shefford Cheese, Tenderleaf Tea, Royal Pudding	1,475,776	1,916,616	—440,840
VII	**STANDARD OIL CO. OF CALIFORNIA.** Petroleum Products, Institutional	186,527	165,626	+20,901
IV	**STANDARD OIL OF NEW JERSEY.** Institutional	311,300		
VIII	**STANLEY HOME PRODUCTS INC.** Kitchen Equipment	23,842		
VIII	**STUDEBAKER CORP.** Motor Cars	66,756	64,153	+2,603
II	**STERLING DRUG INC.** Bayer Aspirin, Milk of Magnesia, Phillips Creams, Energene Cleaning, Drug Products & Personna Blades, Haley's M-O, Phillips Toothpaste, Ironized Yeast, Dr. Lyon's Toothpaste, Double Danderine, Coconut Oil Shampoo, Molle Shave Cream	9,063,366	9,442,963	—379,597
IV	**SUN OIL CO.** Oil, Fuel Oil & Sunoco Gas	1,049,768	1,022,624	+27,144
VIII	**SUNNYVALE PACKING CO.** Rancho Soups	13,661	42,421	—28,760
III	**SWIFT & CO.** Any Swift Products Meat Products Allsweet Margarine Peter Pan Peanut Butter & Derby Canned Meats	3,387,340 2,112,742 297,909 363,589 613,100	2,825,084 2,020,098 215,003 589,983	+582,256
VIII	**TEENTIMERS INC.** Dresses Dresses & Cosmetics	67,014 67,014	143,220 143,220	—76,206
IV	**TEXAS CO.** Gas & Oil	1,241,898	1,115,994	+125,904
VIII	**TILLAMOOK COUNTY CREAMERY ASSN.** Cheese	21,216	21,632	—416
VI	**TRIMOUNT CLOTHING CO.** Clipper Craft Clothes	318,792	266,966	+51,826
VIII	**TUCKER CORP.** Tucker Automobiles	66,618		
VI	**UNITED ELECTRICAL, RADIO & MACHINE WORKERS OF AMERICA.** Institutional	293,854	134,827	+159,027
VIII	**UNIVERSAL CARLOADING & DISTRIBUTING CO. INC.** Institutional	31,200		
VI	**UNIVERSAL MATCH CORP.** Schutter Candies	438,894	536,466	—97,572

(Continued on page 60)

BROTHERHOOD

WPIX, ABC, CBS Award Winners

EVERETT R. CLINCHY, president of the National Conference of Christians and Jews, last week announced winners of the sixth annual Brotherhood Week radio awards. Based on "contributions to mutual understanding and respect among all the American people," the awards are made by NCCJ, sponsor of Brotherhood Week.

The first television award to be made, goes this year to WPIX New York for its program *Television Chapel*, featuring religious programs of all faiths.

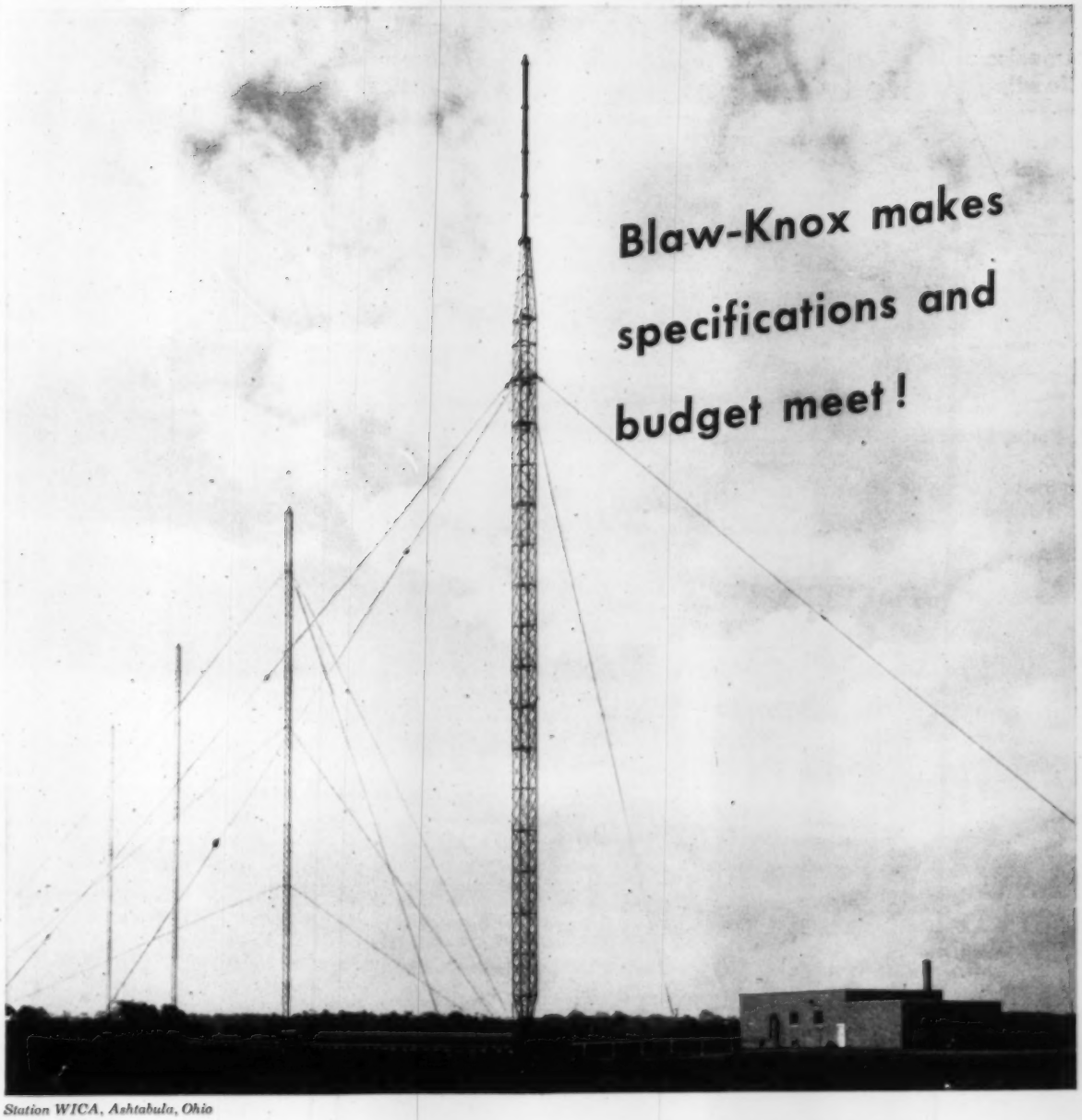
The radio awards are:

To ABC for its *Child's World* series by Helen Parkhurst; to CBS for three programs, *The Friend and Peter Stuyvesant, The Dreyfuss Case* and *For This We Live;* to the Armed Forces Radio Service for *Miracle in Brooklyn* by Robert C. Vinson; to the Jewish Education Committee of New York for *Worldover Playhouse.*

The following stations received awards for meritorious contributions throughout the year to the cause of brotherhood: WNBC New York, WHO Des Moines, WEAN Providence, WIOD Miami, WROW Albany, KLZ Denver, WWDC Washington.

Brotherhood Week observance runs this year from Feb. 20 through Feb. 27. President Truman is honorary chairman of the event, with Nelson A. Rockefeller general chairman.

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England
ABC Affiliate
Representative J. P. McKINNEY & SON



Station WICA, Ashtabula, Ohio

THE consulting radio engineer prescribed uniform cross section towers of maximum strength and efficiency for this directional array, but the budget demanded a minimum of expenditure. So there was only one place to take the prescription—BLAW-KNOX.

The three type LT towers illustrated, although low in cost, have the strength and high factor of safety characteristic of Blaw-Knox design and engineering. The type SGN tower completing the array has the additional strength to support the heavy-duty FM pylon and any future TV requirements.

Your tower prescription will be promptly filled at BLAW-KNOX.

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America's leading engineers of important industrial organizations

SWITCH to NEWARK for

TV, Radio, Sound and Recording Equipment, Replacement Parts and Electronic Tubes

because...

NEWARK has the most complete on-the-spot stock of all standard equipment... *from the tiniest replacement part to the most complete installation . . .* on hand in 3 giant centrally located stores, and tremendous warehouses!

NEWARK equipment is tops in quality, dependability, and performance. Everything is Newark-tested and Newark-backed, so you know it's the *best!*

NEWARK delivers the goods...but fast! 24-Hour mail-order service...faster on phone or telegraph orders.

NEWARK offers the most complete essential reference book...148 illustrated pages full of data on over 20,000 standard brand items, including

Standard and L-P pickups and changers • Wire, tape and disc recorders • Hi-Fi sound and P.A. equipment • Speakers • Mikes • Accessories etc.

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NEWARK ELEC. CO., 242 W. 55th St., N.Y.C.
Please send FREE 1949 Newark Catalog to:
Name_____
Address_____
City_____ State_____

Network Expenditures

(Continued from page 58)

Class	Sponsor and Product	1948 Exp.	1947 Exp.	$ Increase or Decrease
VI	U. S. ARMY & U. S. AIR FORCES RECRUITING SERVICE Recruiting	380,588	444,035	—63,447
VIII	U. S. RUBBER CO. U. S. Tires	10,252	392,384	—382,132
VIII	U. S. SIXTH ARMY COMMAND U. S. Army Recruiting	7,512		
IV	U. S. STEEL CORP. Institutional	1,052,090	1,067,725	—15,635
VIII	UNITED STEEL WORKERS OF AMERICA United Steel Workers of America	11,176		
VI	U. S. TOBACCO CO. Tobacco	249,506		
VIII	VICKS CHEMICAL CO. All Products	18,480		
VI	VOICE OF PROPHECY Religious Talks	279,231	260,873	+18,358
VIII	VOLUPTE INC. Volupte Compacts & Cigarette Cases	52,115		
VI	WANDER CO. Ovaltine	491,475	523,922	—32,447
VI	WARNER, WM. R., & CO. Rayve Creme Shampoo & Lady Home Permanent Wave, Du Barry, Richard Hudnut, Rayve Creme Shampoo	292,707	1,053,993	—761,286
VIII	WASHINGTON CO-OPERATIVE FARMERS ASSN. Lynden Poultry Products	28,793	19,063	+9,730
VIII	WASHINGTON STATE APPLE COMMISSION Apples	15,295	34,726	—19,431
VII	WATERMAN, L. E., CO. Fountain Pens, Pencils & Ink	146,656	568,713	—422,057
VIII	WELCH GRAPE JUICE CO. Fruit Preserves	31,693		
VII	WESTERN AUTO SUPPLY CO. Automobile Accessories & Household Appliances	201,696	202,092	—396
IV	WESTINGHOUSE ELECTRIC CORP. Laundromats, Refrigerators, Irons, etc.	1,318,029	1,137,412	+180,617
V	WILDROOT CO. INC. Hair Tonic & Cream Oil All Products	960,228 960,228	1,150,301 310,808 839,493	—190,073
V	WILLIAMSON CANDY CO. Oh Henry Candy Bars	526,086	456,935	+69,151
VIII	WILSON SPORTING GOODS CO. Sports Equipment	81,469	74,129	+7,340
VII	WINE GROWERS GUILD Guild Wines	171,576	442,516	—270,940
VIII	WISE, WILLIAM H., & CO. INC. Books Various Publications	17,800 17,800	61,077 31,569 29,508	—43,277
V	WRIGLEY, WILLIAM, JR. Chewing Gum	871,399	791,747	+79,652
VII	YOUNG PEOPLE'S CHURCH OF THE AIR Religious Talks	123,123	225,564	—102,441

FULLTIME

WPIK Application First Of Many Expected

FIRST of a predicted flurry of daytime-station requests for fulltime operation on Mexican 1-A channels was filed with FCC last week by WPIK Alexandria.

The application is linked with the campaign of the Daytime Petitioners Assn., composed of daytimers on the six Mexican 1-A's, to secure nighttime as well as daytime use of the channels [BROADCASTING, Jan. 31].

WPIK is headed by Howard B. Hayes, also president of DPA. Its request was for special service authorization to operate at night with 250 w on 730 kc, which it currently uses on a daytime-only basis with 1 kw. The SSA would run to Nov. 1.

A half-dozen other daytimers are known to be planning similar moves, although some of them may be influenced by FCC's reaction to WPIK's. The flurry undoubtedly will increase if the Commission accepts the Alexandria application and indicates early consideration of the question.

Core of the question is the "Gentlemen's Agreement" with Mexico whereby the U. S. does not put fulltime stations on the six Mexican channels. The agreement was linked with the North American Regional Broadcasting Agreement, which has since expired and been extended. DPA officials claim the "Gentlemen's Agreement" was not extended along with NARBR and therefore is not in effect.

WPIK cited the DPA petition and asked permission to be represented in any general hearing on the subject. The station's request was filed by Leonard H. Marks, who also is DPA counsel.

Approximately 106 stations operate on the six frequencies—730, 800, 900, 1050, 1220, and 1570 kc.

RED CROSS SHOW

Truman Talk on 4 Networks

PRESIDENT TRUMAN will address a special Red Cross message to the nation Feb. 28 on a half-hour broadcast launching the 1949 American Red Cross fund campaign, the Red Cross announced last Tuesday. His talk will be carried by ABC, CBS, MBS and NBC.

The President will speak from the White House at 9:56 p.m. during the last four and one-half minutes of the special broadcast which will originate in Chicago at 9:30 p.m. Earlier portion of the program, broadcast from a Red Cross rally at Chicago's Medina Temple, will be carried by ABC only. This portion will include an address by Gen. Dwight D. Eisenhower and an original drama starring Helen Hayes and James Stewart, with special music by Wayne King and his orchestra.

March has been designated "Red Cross Month" by presidential proclamation.

BASEBALL CASE

Lawyers Study Next Move

ATTORNEYS for the major leagues in the Gardella case [BROADCASTING, Feb. 14] said at week's end that they have not yet decided whether to appeal the case to the Supreme Court of the United States on matters of law or go to trial on the facts in federal district court in New York.

The case was remanded for trial Feb. 10 by U. S. Court of Appeals in a decision which directed the district court to determine whether the telecasting and broadcasting of baseball games brought organized baseball within the scope of anti-trust laws and whether baseball violated such laws. The Court of Appeals ruling in effect denied the applicability of a 1922 Supreme Court opinion by Justice Oliver Wendell Holmes, who held that baseball was not in interstate commerce. Federal laws, therefore, would not be applicable. The appeals ruling was to the effect that telecasts and broadcasts have now changed the nature of baseball to an interstate operation.

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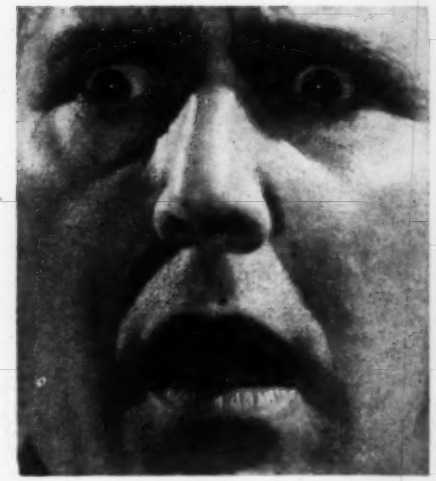

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RADIO THEATRE OF FAMOUS CLASSICS

tbs works for you . . . It furnishes gratis complete local press, merchandising and promotional material on each show.

tbs works for you . . . It actually helps member stations sell shows through enormous national trade advertising, unprecedented national publicity on each show, direct mail selling contact of sponsor and agency time buyers from coast-to-coast.

tbs works for you . . . It produces 3 new shows each year to fill programming needs of member stations. Network stations actually choose these shows and receive them at practically no added cost.

tbs works for you . . . It delivers this complete network service to only one station in each market for the unbelievably low cost of the station's class "A" one-time ½ hour national rate per week ($40 minimum weekly).

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TRANSFERS

Seven Stations Are Involved In FCC Applications

EXCHANGE of ownership interests between KRUZ Santa Cruz and KDON Monterey, Calif.; sale of WFTC Kinston, N. C., for $61,000 by Jonas Weiland, and purchase of majority interest in WJVB Jacksonville Beach, Fla., by Reginald B. Martin and Lester M. Combs for about $25,000 are reported in transfer applications tendered for filing last week at FCC.

Monterey Peninsula Broadcasting Co., a Speidel Newspaper interest, swaps its 100% interest in KDON with Taft R. Wrathall and L. John Miner for their combined 50% holding in KRUZ, plus $11,250 cash each. Grant R. Wrathall, brother of Taft R. and consulting engineer, retains 50% holding in KRUZ.

Other transfer applications filed with FCC last week also include assignment of license of KGFN Grass Valley, Calif., from '49er Broadcasting Co. for $15,000 to Joe D. Carroll, manager of KMYC Maryville, Calif.; acquisition of majority interest in WANE Fort Wayne, Ind., by C. Bruce McConnell, Indiana businessman and broadcaster, for $11,850 from Merlin H. Smith and Glenn R. Thayer, and sale of 25% holding in WROD Daytona Beach, Fla., for $20,000 by Wade R. Sperry to WLAK Lakeland, Fla., already 25% owner.

The KRUZ-KDON reorganizations, involving several complicated transactions, stem from long efforts of Monterey Peninsula to improve facilities of KDON, a Class IV local outlet on 1240 kc with 250 w. KRUZ is a Class III-A regional outlet on 1460 kc with 1 kw fulltime, directional. KRUZ's present coverage pattern is said to be "slightly better" than that proposed by KDON in a pending request to switch to 1520 kc with 10 kw day and 5 kw night. The KDON application would be dropped. KRUZ plans to seek boost to 5 kw on its present channel, it was said.

The KRUZ-KDON transfers are each contingent upon approval by FCC of the other. Request also is made for waiver of the Avco rule requiring public advertising to allow open bidding for the facilities. It is pointed out that no one else could "meet the exact terms and conditions" specified in the agreements and the transfers merely involve reorganization of radio interests among the respective present owners. It is pointed out that they have long been associated with radio and no newcomers are being introduced.

Details of the various transactions follow:

WFTC Kinston, N. C.—Assignment of license from Jonas Weiland to Kinston Broadcasting Co. for $61,000. Mr. Weiland is chief owner of WINZ-AM-FM Hollywood, Fla.; part owner of WSSV Petersburg, Va., and officer and stockholder in Miami-Hollywood Television Corp., Miami TV applicant. Kinston Broadcasting is owner of WKNS Kinston which it would give up if WFTC acquisition were approved. Principals are: A. K. Burrus, president 21.33%; Leo Brody, president of WGNI Wilmington, N. C., and part owner of WLPM Suffolk, Va., director 11.11%; John G. Dawson, part owner WFNC Fayetteville, N. C., and WLBJ Bowling Green, Ky., director 11.11%; Leo Harvey, director 19.77%; J. E. Peterson, vice president 1.11%; and C. Felix Harvey III, secretary-treasurer 1.89%. There are 22 other stockholders. Assignee stated, "Apparently the city will not sufficiently sustain two stations, and assignee desires to purchase WFTC in order to give better radio service and make some income." WFTC is assigned 250 w fulltime on 1230 kc. WKNS is assigned 1 kw daytime on 1000 kc.

KGFN Grass Valley, Calif.—Assignment of license from '49er Broadcasting Co. to Joe D. Carroll for $15,000. Mr. Carroll since 1942 has been manager of KMYC Maryville, Calif. Assignor is selling because of: "Heavy operating losses, desire to have station operated by people with radio experience and desire to abandon business in which stockholders are not adequately experienced or interested." KGFN balance sheet showed deficit as of Dec. 31, 1948, of $29,108.47 and net loss for second half of 1948 of $9,389.36. Total assets of $33,701.14 were reported and of this amount following assets were not to be sold to Mr. Carroll: $2,825.10 land and improvements; $10,741.60 building (less depreciation); $4,192 accounts receivable (less reserve bad debts); total $17,758.70. No liabilities are to be transferred. Principals in '49er Broadcasting are John G. Colling, H. W. Westbrook, John Edwin Keegan and Carlton G. Thomas, each 20%, and Robert T. Ingram and Earl J. Caddy, each 10%. KGFN is assigned 250 w fulltime on 1400 kc.

WROD Daytona Beach, Fla.—Transfer of 25% interest in Daytona Beach Broadcasting Co., licensee, by Wade R. Sperry for $20,000 to Lakeland Broadcasting Co., licensee of WLAK Lakeland, Fla. Lakeland, already owning 25% of WROD, is headed by S. O. Ward, president-treasurer 51%; his wife, Dorothy B. Ward, 24.6%, and daughter, Jane S. Ward, 24%. E. J. Sperry is president-general manager of WROD. Station is assigned 250 w fulltime on 1340 kc.

WJVB Jacksonville Beach, Fla.—Transfer of control of Jacksonville Beach Broadcasting Co., licensee, from group of 16 stockholders to Reginald B. Martin, WJVB general manager, and Lester M. Combs, WJVB program director. Pair acquires 275 shares of total 304 shares. Mr. Martin pays $17,403.07 for 192 shares and Mr. Combs $7,523.20 for 83 shares. Chief sellers are J. Lyle Williams, 84 shares, and H. A. Prather, 78 shares. Fourteen others sell 12 shares or less each. WJVB is assigned 250 w day on 1010 kc.

WANE Fort Wayne, Ind.—Acquisition of majority stock in Radio Fort Wayne Inc., licensee, by C. Bruce McConnel through purchase of 190 shares for $11,850 held by Merlin H. Smith and Glenn R. Thayer. Mr. Smith sells 128 of his 178 shares and Mr. Thayer 62 of his 162 shares. Mr. McConnell already holds 275 shares. Total of 675 shares are issued. Application said Messrs. Smith and Thayer wished to sell part of their holdings because "unexpected severe losses incurred in the operation" of WANE have "heavily taxed financial abilities of transferors." Station's balance sheet as of Jan. 31 cited operation loss of $34,802.10. Mr. McConnell is chief owner of WHOT South Bend, Ind., and principal stockholder of WHHU Anderson, Ind. WANE is assigned 250 w fulltime on 1450 kc.

KDON Monterey, Calif.—Assignment of license from Monterey Peninsula Broadcasting Co. to L. John Miner and Taft R. Wrathall, co-partners, d/b as Monterey Radio Broadcasting Co. (Contingent on grant of assignment of license of KRUZ Santa Cruz, Calif.; see below). KDON is assigned 250 w fulltime on 1240 kc.

KRUZ Santa Cruz, Calif.—Assignment of license from L. John Miner, Taft R. Wrathall and Grant R. Wrathall d/b as Monterey Bay Broadcast Co. to Central Coast Counties Radio Inc. (Contingent on grant of assignment of license of KDON Monterey, Calif.; see below). KRUZ is assigned 1 kw fulltime on 1460 kc and has application in preparation to seek increase to 5 kw on that facility.

Transfers of KDON and KRUZ involve exchange of station holdings among three interests. Grant Wrathall retains one-half interest in KRUZ. Taft Wrathall and John Miner acquire 100% ownership of KDON from Monterey Peninsula Broadcasting in exchange for their combined 50% holding in KRUZ plus $11,250 each. Monterey Peninsula is owned by Salinas Newspapers Inc., a Speidel Newspapers Inc. interest and publisher of Salinas Californian. Transactions involved include:

(1) Reorganization of Monterey Bay Broadcast Co., KRUZ licensee, with Grant Wrathall increasing holding from 24.5% to 50%, Taft Wrathall increasing holding from 24.5% to 25% and John Miner reducing holding from 51% to 25%. Mr. Miner receives $8,456.71 from Grant Wrathall and $1,580.29 from Taft Wrathall. (2) Exchange by Taft Wrathall and Mr. Miner of their 50% holding (25% each) in KRUZ with Monterey Peninsula Broadcasting for 100% interest in KDON. Each also receives $11,250 cash from Monterey Peninsula. (3) Formation of new firm, Central Coast Counties Radio Inc., to assume operation of KRUZ and in which Grant Wrathall has 50% holding and Monterey Peninsula holds the other 50% interest.

Monterey Peninsula Broadcasting retains KDON-FM Monterey and is to file application to move main studio of the outlet to Salinas for inclusion in new Salinas Californian building now under construction. Present and proposed studio sites are both within 5,000 millivolt contour. Transmitter site is not moved. KRUZ-FM Santa Cruz is to be dropped by Central Coast. Messrs. Taft Wrathall and Miner upon assuming control of KDON would file for new call letters. Also pending application of KDON for switch to 1520 kc with 10 kw day and 5 kw night would be dropped.

Messrs. Taft Wrathall and Miner obtain certain articles of equipment and furniture now owned by Monterey Bay Broadcasting valued in amount of $6,024.18 while certain items of equipment and furniture at KRUZ transmitter house go to Central Coast valued at $26,858.58. Through reorganization Grant Wrathall is relieved of "much of the burdensome detail of management of KRUZ" application said, while Taft Wrathall and Mr. Miner are relieved of a part of the obligations they incurred in the constructing and financing of KRUZ.

Central Coast Counties Radio Inc. is headed by Grant Wrathall as president. Fay M. Wrathall is director. Paul Caswell, publisher of the Salinas Californian, is treasurer and Harry S. Bunker, general manager of Speidel Newspapers Inc., is secretary. Officers of Salinas Newspapers and Monterey Peninsula include: John Ben Snow, 45% owner Speidel Newspapers, chairman of the board; Merritt C. Speidel Sr., 51% owner Speidel Newspapers, president; Robert M. Speidel, vice president; Mr. Caswell, treasurer, and Mr. Bunker, secretary. Other Speidel radio interests include WKIP (AM) and WHVA (FM) Poughkeepsie, N. Y., KWRN-AM-FM Reno, Nev., and KFBC (AM) and KFBA (FM) Cheyenne, Wyo.

Other radio interests of Grant Wrathall include: Holding of 25% interests in KUTA Salt Lake City and KGEM Boise; 12.5% interests in KLIX Twin Falls, KEIO Pocatello and KIFI Idaho Falls; 15% in KOPR Butte, Mont.; 23.1% in KULE Ephreta, Wash. and 3% in WLOU Louisville.

KPIX (TV) San Francisco is now operating on a 6-day weekly programming schedule. Station had been telecasting on a Wednesday through Sunday evening schedule since it went on the air last Dec. 22. Sixth day of programming was launched with local premiere of the NBC-TV's *Texaco Star Theatre*.

BOOSTER

Sales need a boost! Let WSGN lend a helping hand. In the May-Sept. Hooperating WSGN packs a lot of weight, with 18 out of the 30 top ranking shows . . . 6 times as many as station A with 3 out of 30; 3 times as many as station B with 6 out of 30. For a real sales booster it's Alabama's leading station . . . WSGN.

ALABAMA'S BEST *BUY* FAR!

WSGN

WSGN — FM

THE NEWS-AGE-HERALD STATIONS

Birmingham 2, Alabama — Headley Reed National Reps.

Reaching
4,000,000 PEOPLE
KWKW
Pasadena - Los Angeles

MEMBERS of the *Atlanta Journal* 25-Year Club participating on the *At Home With Elsbeth* show over WSB-TV Atlanta are welcomed by the show's star, Elsbeth Hofmann. Veterans are (l to r) John M. Outler Jr., general manager, WSB and WSB-TV; John Paschall, editor emeritus; Maurice Hopkins, advertising department, and Sam Dull, assistant advertising director. The four have compiled a total of 154 years with the Atlanta Journal Co.

KOB-WJZ CASE

ABC Asks Commission For Action

ABC called upon FCC against last week to terminate KOB Albuquerque's seven-year occupancy of 770 kc, which is assigned to the network's WJZ New York as a 1-A clear-channel frequency.

The network asked the Commission either to deny KOB's long-pending application for licensed operation on 770 kc, which it has shared with WJZ under special service authorizations since November 1941, or to hold a further hearing with particular attention to the prospects of KOB sharing 1030 kc, 1-B channel, with WBZ Boston.

KOB is formally assigned to 1030 kc but was given special service authority to use 770 kc on grounds of interference with the Boston station. Action on its application for permanent assignment on 770 kc has been held up pending a decision in the overall clear-channel case, which itself has been held up by Senate Interstate Commerce Committee intervention.

ABC has two other pending petitions calling for a "prompt" decision on the 770 kc case. One was filed in October 1945 and the other in February 1948. FCC has not acted on either one. Nor has it acted on a petition filed by KOB last October asking for removal of its application from the pending files and for immediate grant, and stressing the need for an early decision irrespective of the outcome of the clear-channel case.

Asks Extension

KOB also has pending a petition for extension of its special service authorization on 770 kc from March 1 to Nov. 1.

In its petition ABC reiterated its contention that continuation of KOB on 770 kc may hinder "if not preclude" retention of the 1-A status accorded the channel by the North American Regional Broadcasting Agreement (NARBA).

The network pointed out that a grant of KOB's request for further extension of its special service authorization would mean the station will still be on 770 kc when the new NARBA is negotiated in September.

Notes NARBA Factor

With reference to the overall clear-channel case, the petition noted that a Senate Interstate Commerce subcommittee has recommended that FCC issue no decision until after the NARBA conference [BROADCASTING, Jan. 31].

"No formal announcement has been made of what action will be taken by the Commission in response to the report, but it is significant that no decision in the clear-channel proceeding has been announced, even though the U. S. NARBA proposals must be transmitted to other countries by May 2, 1949," the petition asserted.

Under the special service authorization KOB operates on 770 kc with 50 kw day and 25 kw night. ABC claimed this has caused "substantial interference to WJZ within its normally protected service area, with a resultant loss in service by a substantial population in areas where the programs of ABC are not otherwise available."

The KOB application is for 50 kw fulltime, non-directionalized. This, ABC contended, would cut off 31,968,866 persons from secondary service from WJZ, plus 2,374,005 within the normal primary service area.

The petition was filed by Joseph A. McDonald, ABC vice president, secretary and general attorney, and Andrew G. Haley and James A. McKenna Jr. of Haley, McKenna & Wilkinson, Washington counsel for the network.

RCA INSTITUTES, INC.

A Service of Radio Corporation of America

The oldest and recognized as one of the leading Radio Schools in America offers its specially trained Radio and Television technicians to the Broadcast Industry. (Our graduates have 1st Class Telephone License.)

We solicit your inquiry.

Address: Placement Manager

RCA INSTITUTES, INC.

350 West 4th St., New York 14, N. Y.

The Patroon* of the week

WALTER KNIFFEN

Media Director,
H. W. KASTOR & SONS ADVERTISING CO.
Chicago

Despite his extremely youthful appearance, Walt has 32 years experience in the agency business . . . all 32 with Kastor, a near record at least in the agency field. The William G. Rambeau rep today presented Walt with his certificate of membership in the Honorary Order of Patroons and with the deed to a tract of land in the heart of the Patroon country.

*PATROON
Aristocratic Landholder of the Hudson Valley

The Fact of the week

Typical WPTR promotion for a sponsor's program includes courtesy announcements, newspapers, billboards, bus cards, direct mail and lobby displays.

10,000 Watts of POWER Night and Day

Represented by RAMBEAU

WPTR

PATROON BROADCASTING CO., ALBANY, N. Y.

PHILLY MEET

Mitchell Addresses NICD

SERVICE establishments and other local businesses who want maximum advertising effectiveness should publicize their strong lines and "in-demand" services regularly on radio, Maurice B. Mitchell, NAB director of broadcast advertising, told the National Institute of Cleaning and Dyeing in Philadelphia last Tuesday.

Mr. Mitchell addressed a morning sales promotion session of the institute's 40th annual convention and exhibition. He spoke on "Radio Advertising Suggestions." General theme of the three-day meeting was "Better Your Quality — Better Your Future."

"The advertiser who consistently uses his advertising to associate himself in public with his least saleable services is doing nothing more than paying for an announcement of the fact that he is a poor businessman," Mr. Mitchell said.

After understanding their objectives, local advertisers should take advantage of the "beamed program technique" which radio affords, Mr. Mitchell said, adding: "When you buy radio to advertise your strong departments and your in-demand services, you're following the precepts of some pretty good retailers." Local businessmen are now radio's biggest customers, he pointed out.

ZENITH AD

Sparks Non-Commercial Controversy

FULL-PAGE advertisement by Zenith Radio Corp., extolling the virtues of its FM station, WEFM Chicago, and new model portable AM-FM set, while taking to task commercial radio, elicited heated replies from industry circles last week. Statements of protest were issued by Maurice B. Mitchell, NAB director of broadcast advertising; Frank V. Webb, general manager of KFH KFH-FM Wichita, Kan., and others.

The advertisement, appearing in the *Chicago Tribune* Feb. 13, said that "WEFM is the FM Radio Station which sells no advertising . . . and has a 40-second silence between selections instead of paid commercials." It added: "There are only two announcements per hour (. . . required by law). No paid spots. No singing commercials." WEFM was cryptically described as "truly an island of refuge in today's radio world."

Characterizing the advertisement as a "move of desperation," designed to move new low-priced Zenith models, Mr. Mitchell declared that "non-commercial" stations and newspapers "have been tried before" and the "results speak, not only for themselves, but for the American people." He observed that the firm's policy, if projected, seeks to eliminate "the very audience which commercial radio has built up for it and all other radio manufacturers—an audience which has invested over $2 billion for more than 77 million radios . . ."

In a telegram to NAB, Mr. Webb characterized the advertisement as a "direct attack on all broadcasters everywhere" and urged AM-FM-TV operators to register "strong protest" to Zenith President Eugene McDonald.

"The demonstration is in extremely poor taste for it represents an open and unwarranted attack on the American system of broadcasting, a system that has made it possible for Zenith to acquire millions in profits at the broadcasters' expense . . ." Mr. Webb declared.

Mr. Mitchell also denounced the Chicago manufacturing firm for what he termed "violation of our industry's clearly stated policy covering free time chisels." He said that weeks ago Zenith requested "free advertising" time of both AM and FM broadcasters to promote an FM set. Broadcasters also received a followup letter pointing up scarcity of FM sets in certain markets and "suggesting they'd be delivered to areas where such free promotion was delivered by stations . . ." Mr. Mitchell continued.

KOBAK ON CODE

Says Stations 'Slipping'

EDGAR KOBAK, MBS president, last week deplored what he saw as a growing tendency among some broadcasters to flout the NAB code.

Without identifying broadcasters or instances, Mr. Kobak said he thought radio and television had been "slipping in the questions of good taste." He said that Mutual itself was guilty of this on recent occasions and had been forced to cancel one program because of repeated breaches of taste.

The Mutual president talked at a luncheon given members of the press in New York.

As for Mutual, Mr. Kobak said, "we have no intention of changing our standards." Mutual, he said, would continue to make every effort to live up to the standards of practice adopted last year by NAB.

Speaking on the subject of the future of broadcasting, Mr. Kobak said he had not made up his mind as to what effect television would exert.

"I don't know if there is going to be enough advertising around to support four radio networks and five television networks," he said.

KCBC QUITS MBS

To Use Transit FM on AM

KCBC Des Moines terminated its affiliation with MBS effective last Monday and the station made plans to duplicate its FM Transit Radio programming on AM in place of many of the former network shows.

Actual cancellation with MBS followed unsuccessful talks between the station and network for renewal of the affiliation contract. A network official said that the KCBC termination was a breach of contract. Myles H. Johns, executive vice president of KCBC, expressed the belief the contract termination was permitted under a 24-hour cancellation clause, which the network contended applied only to it and not to the station.

KIOA is succeeding KCBC as the Mutual outlet in Des Moines.

Mr. Johns said he believed his station would be the first in the country to duplicate Transit Radio on AM. He said one rate would be charged for both the AM and FM programs and that by the time KCBC is ready to duplicate it will be from 50 to 60% sold out. An official of Transit Radio in New York acknowledged that if KCBC duplicates, it probably will be the first in the country to do so.

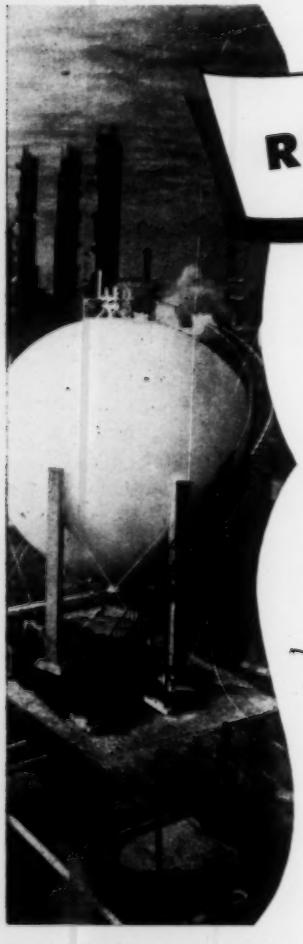
Brown to Hooper

THE RESIGNATION of Thomas A. Brown Jr. as president of the Radio Council of National Advertisers Inc., to become vice president in charge of advertiser relations for C. E. Hooper Inc., New York, was announced last week. The new appointment becomes effective in March. He was formerly with Dancer - Fitzgerald - Sample, and was secretary and general counsel of American Home Products Corp.

Mr. Brown

Upcoming

March 1: Kansas City area stations meeting with local attorneys and Don Petty, NAB general counsel, Hotel Muehlebach, Kansas City.
March 1: Wander Co. Hearing before FTC continued, Durham, N. C.
March 2-6: Exposition of Electrical Progress (TV studio), Municipal Auditorium, Kansas City, Mo.
March 3-5: Annual Radio Conference on Station Problems, U. of Oklahoma, Norman, Okla.
March 4: Fourth Annual Michigan Radio Conference, Michigan State College Campus, East Lansing.
March: 7-9: Canadian Assn. of Broadcasters directors meeting, Chateau Frontenac, Quebec.
March 7-9: Chicago Television Council national TV conference, Chicago.
March 7-10: IRE national convention, Hotel Commodore and Grand Central Palace, New York.
March 8-9: National Marketing Conference, Neil House, Columbus, Ohio.
March 10-12: Assn. of Women Broadcasters Convention, Drake Hotel, Chicago.
March 16: FCC Hearing on G. A. Richards' news policies, Federal Bldg., Los Angeles.
March 15-17: Radio Manufacturers Assn. spring conference, Stevens Hotel, Chicago.



REFINING

Another Reason Your Advertising Dollars Get Results on KFDM

As profiled in recent issues of LIFE and HOLIDAY, refining in this 3-city market is conducted on a scale unsurpassed by any other refinery concentration in the world. You expect to see things buzzing in such a singularly blessed market . . . and what's more, you can look for that buzz to last! Reach this buy-minded audience with ONE station —KFDM, now 5000 WATTS DAY AND NIGHT!

KFDM

BEAUMONT, TEXAS
"Delivering a 3-City Market"
5000 Watts Day and Night
560 K. C.
ABC-Lone Star Chain Affiliates

Represented by
FREE and PETERS, INC.

WINZ

REVERSES
Mr. Crowl Can Take 'Em

SELLING time is comparatively easy for Ray Crowl, WHBC Canton, Ohio, although it has its reverses. Telling time—for Mr. Crowl, at least—has some reverses, too.

When Mr. Crowl is out calling on WHBC clients and prospective clients he wears a 17-jewel wrist watch in a gold-filled case. At first glance it looks like any other wrist watch, but—look again. The numbers appear in reverse positions and the hands move counter-clockwise.

A watchmaker in Mineral Wells, Tex., by changing the works in Mr. Crowl's watch, accomplished the counter-clockwise stunt. The WHBC salesman suggested counter-clockwise clocks carrying messages reading, "Don't be backward—buy our product." But the Patent Office wouldn't hear of it unless Mr. Crowl and his watchmaker friend would buy a complete

Mr. Crowl and his wrist watch.

* * *

clock factory already in operation. It was another reverse, but Mr. Crowl is accustomed to reverses.

GERMAN VIDEO
U. S. Offers Six Patents

SIX U. S. patents, involving television tubes and projection devices formerly owned by a German national, are now available for licensing by the Justice Dept.'s Office of Alien Property, Attorney General Tom Clark has announced. They will be offered on a royalty-free non-exclusive basis for $15 per patent, cost of the administrative fee.

Title to the patents was vested by the U. S. under the terms of the Trading-With-the-Enemy Act. Patents became available for licensing upon waiver by an American national of alleged claim of interest, according to David Bazelon, assistant attorney general of OAP. They were formerly under the name of Manfred von Ardenne.

Licensing information and a list of the six patents may be obtained from the Office of Alien Property, and copies may be purchased for 25¢ from the Commissioner of Patents, Washington, D. C.

ORIENTATION
Course for NBC Employes

APPROXIMATELY 500 NBC employes registered for the network's eight-week television orientation training program which opened Feb. 10 in New York.

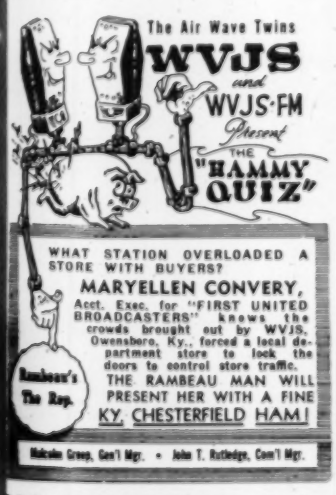
Carleton D. Smith, director of television operations, described the courses to follow. Subjects to be covered are: Plans and problems, organization, programming, production, program facilities, feature services, news and special events, technical operations, sales, promotion, publicity, station relations and local operations.

Speakers will include the following NBC executives:

Sydney H. Eiges, vice president in charge of press; William R. McAndrew, assistant to the vice president in charge of the Washington office; Norman Blackburn, national program director; Warren Wade, national production manager; Robert Wade, manager, television production facilities; William Garden, director of field programs; Russ Johnston, director, film division; N. Ray Kelly, assistant director, film division; James H. Nelson, director of advertising and promotion; Robert Shelby, director, television engineering; F. A. Wankel, assistant director, television engineering; George H. Frey, director, network sales; Reynold R. Kraft, assistant to the director, network sales; Easton C. Woolley, director of stations department; Adolph Schneider, director of television news; James M. Gaines, director of owned and operated stations; Thomas B. McFadden, manager of WNBC, WNBT and WNBC-FM New York, and William Webb, audience promotion manager.

Crime Fighter Role

TELEVISION's potentialities in the war against crime came to the forefront Feb. 7 when WMAL-TV Washington carried a special program featuring the pictures and descriptions of America's ten most wanted criminals. The material was supplied by the FBI. In a statement prepared by J. Edgar Hoover, director of the Bureau, and read by Bryson Rash, ABC Washington special events director, Mr. Hoover said in part: "The advent of television offers a new adjunct to law and order, and I see in this new medium an instrumentality of great aid and assistance in the future protection of society."


The Air Wave Twins
WVJS
and
WVJS-FM
present
THE
"HAMMY QUIZ"
WHAT STATION OVERLOADED A STORE WITH BUYERS?
MARYELLEN CONVERY,
Acct. Exec. for "FIRST UNITED BROADCASTERS" knows the crowds brought out by WVJS, Owensboro, Ky., forced a local department store to lock the doors to control store traffic.
THE RAMBEAU MAN WILL PRESENT HER WITH A FINE
KY. CHESTERFIELD HAM!
Rambeau's The Rep.
Malcolm Greep, Gen'l Mgr. • John T. Rutledge, Com'l Mgr.

RCA
TUBES ...
the standard of comparison
RADIOTRON
ELECTRON TUBE
RCA
833-A
RCA Power Tubes, such as the famous 833-A, are noted for their Long Service Life in AM Transmitters
• RCA tubes for all types of broadcast service are available from your local RCA Tube Distributor or directly from RCA.
The Fountainhead of Modern Tube Development is RCA
TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

Respects

(Continued from page 46)

his New York job as done. He had come from a big town to a bigger one, had joined CBS and, after several jobs, built WCBS from a one man to a 95 man operation.

He could look forward to San Francisco, where he will take over operation of KQW and KQW-FM, outlets transferred to CBS. He also will have other duties, as yet largely undefined.

He has been to San Francisco numerous times and the city has always fascinated him. He has great faith in its radio and television future. He could say, as a press release has said for him:

"I believe San Francisco will play an increasingly important role in programming and I am privileged in being able to undertake a share in this development."

Mr. Hayes doesn't talk so formally as that, but the thought is there and he subscribes to it.

People in San Francisco may want to know about him. He was born in Detroit, July 1, 1904, and is a tall, blue-eyed man who looks younger than his 44 years, despite generous amounts of gray in his hair.

The fact he has a philosophy of station operation may not be accidental. He was graduated from U. of Detroit in 1926 with the degree of Bachelor of Philosophy.

But long before his college graduation, he had already sown the seeds which grew into a desire to go to New York.

He had become an amateur magician, capable of mixing all kinds of potions and of pulling the usual scrawny variety of rabbits out of the usual moth-eaten tophats. But by college days he was good enough at it to appear professionally. Naturally, an entertainer looked to New York.

In addition, there was the example of Gene Buck, who had been errand boy in the Detroit drug store operated by Mr. Hayes' father.

Mr. Buck went to New York, became a partner of the great Ziegfeld and made his fortune. Mr. Hayes was bound to do the same.

James J. Hayes, father of Mr. Hayes, did not discourage his son. Just the same, the son served the same kind of apprenticeship as Gene Buck—only more so. Young Hayes not only ran errands, but he also began mixing potions as well, both on stage and in the drug store at the same time. He became a licensed pharmacist.

But when his college days were over, he decided that the things he liked most were show business and advertising. He couldn't make up his mind between them, but the first concrete offer came from advertising. He joined the *Detroit News* national advertising department.

In 1928, he went over to the media department of Campbell-Ewald. Under his persuasion, a radio department was set up. He looked on radio as a happy wedding of show business and advertising, his two great interests, and it was only natural then that he got into broadcasting.

With its huge General Motors account, Campbell-Ewald probably would have remained his niche for a long time after that—except for the depression. But economic woes cut the C-E staff to ribbons. Mr. Hayes was one of those lopped off. He decided to go to New York.

First off in New York he joined CBS as an account executive for Radio Sales. A year later he was appointed the department's eastern sales manager. In January 1938, he was appointed to head WABC, now WCBS. Until then, WABC was exclusively a network station, offering no time for local sale.

Under his direction, first as sales manager and then in 1940 as general manager, he had ample opportunity to provide the welding of show business and advertising which were his twin interests. The station became the key outlet in the entire Columbia network.

He has been chairman of the sales managers executive committee of NAB; chairman of the NAB committee on standardization of rate cards; a member of the NAB committee on contracts, and of NAB retail promotion committee. During the war he served as OWI regional radio consultant for New York and New Jersey. He is a member of the faculty of Fordham U.'s School of Communications Art; chairman of the radio committee, Cardinal's Committee of the Laity, and on the board of advisors of WFUV, Fordham's radio station. He also is a board member of Arthur Godfrey Productions Inc.

His name is also in many other organizations, in which he has had an active interest. His primary activity in the past few weeks has been sending in letters of resignation and regrets that he will be unable to attend future meetings—at least until the commuting situation between San Francisco and New York gets straightened out.

With all his business and civic duties, Mr. Hayes has found time for a full family life. He and his wife, the former Florence Gruber, and the four children, usually do things together. The offspring are Arthur Jr. 15, James 11, Mary Anne 8, Florence Margaret 5.

All the children are radio-minded and make their own "radio shows" at their Scarsdale home on the twin turntables whose sound is piped from room to room.

He has a well-equipped woodworking shop where he makes furniture. He has a 19 foot "Lightning" sloop and an outboard which the family use in Long Island Sound.

Mr. Hayes is going off to San Francisco alone for the time being so the children can continue at school and so he can find a permanent home for them. The last leg of his journey will be made aboard the Superchief and San Francisco real estate operators may well take note of his arrival. It is safe to say the local radio fraternity will benefit by his arrival.

Management

RALPH L. ATLASS, vice president and general manager of WIND Chicago, has been elected to the board of directors of WMCA New York. Mr. Atlass was recently retained by the New York station as consultant to management.

JACK TODD, former manager of WIKK Erie, Pa., has been appointed general manager of KAKE Wichita, Kan. He was formerly manager of KANS Wichita.

Mr. Todd

LOU GILLETT has been appointed general manager of KMCM McMinnville, Ore. He was formerly with KPOJ Portland.

JAMES MURRAY, manager of KQV Pittsburgh, has been appointed Pennsylvania Week Radio Chairman for Allegheny County in 1949.

GALEN GILBERT has joined KGER Long Beach, Calif., as general manager. He replaces **LEE WYNNE,** who recently resigned to set up his own advertising agency in Los Angeles [BROADCASTING, Jan. 31]. Mr. Gilbert was formerly partner and general manager of KVLH Pauls Valley, Okla. Prior to that he was with KBYE Oklahoma City as commercial manager.

Mr. Gilbert

J. C. LINER Sr., owner of KMLB Monroe, La., has been ordered by his physician to take a long rest. He has been indisposed since the death of his son several months ago.

• LEADERSHIP IS EARNED • LEADERSHIP IS EARNED •

FREE to WSYR advertisers

18,788 lines of local newspaper advertising every month in the

- **Two Syracuse Dailies**
- **Syracuse University Daily**

This unequalled promotion of WSYR and NBC shows is paying off for advertisers

WSYR SYRACUSE 570 kc – 5000 watts

NBC Affiliate in Central New York

Headley-Reed, National Representatives

ED • LEADERSHIP IS EARNED • LEADERSHIP IS E

ATTENTION

FM Station Owners

We can probably show you how to make FM pay off.

Phone, wire or write

STORADIO ADVERTISING CO.

501 Garver Building

Des Moines, Iowa

Phone 3-1221

WAMS ACCUSES

WDEL-TV of Stalling

ACCUSING WDEL-TV Wilmington, Del., of falsely reporting construction underway, WAMS Wilmington asked FCC last week to call a hearing on the station's petition for additional time for completion.

WAMS also applied for WDEL-TV's assignment on Channel 7 (174-180 mc), requesting 1 kw visual and 600 w aural powers and antenna height of 300 feet above average terrain. Channel 7 is the only one currently allocated to the Wilmington area.

WDEL Inc. received its television grant Dec. 23, 1947, according to WAMS' petition, and later was given an extension of time to Feb. 23, 1949. Its current request for more time—to Aug. 23—was filed in January. In it, WAMS said, WDEL reported progress on the television station as follows:

Site purchased, land graded and fenced, tower foundations now being constructed. Tower to be delivered this month. Building under way. Working on roadway and building foundations.

But, WAMS charged, an on-the-spot examination three weeks after the request for additional time was filed showed that "nothing in the way of construction has been done." WAMS submitted photographs purportedly made at the site and affidavits of George L. Sutherland, vice president and general manager of Wilmington Tri-State Broadcasting Co. (WAMS and WAMS-FM), and Henry C. Eastburn of Wilmington, described as "a disinterested person."

The affidavits said a visit to the proposed site of WDEL-TV on Feb. 12 showed:

(1) "The only evidence of any grading work . . . was such as appears to have been done in connection with the construction of a road leading . . into the site proper"; (2) "no evidence whatsoever of the construction of any tower foundations"; (3) "no tower or basic parts thereof"; (4) "the only materials located on the site are approximately 35 crates of guy wire insulators and a small box of undetermined content"; (5) "there are sticking out of the ground six or eight metal stakes with flags attached thereto, the significance of which is not apparent"; (6) "no evidence of any building construction, including building foundations, on the site."

Mr. Eastburn said he was informed that the roadway was constructed last September or October, and that "no construction of any nature has been engaged in in on the site" since that time, so far as his informants knew.

WAMS cited the Supreme Court's decision in the WOKO Albany case as pointing up "the seriousness of withholding true information or furnishing false information to the Commission." The station charged that WDEL "has not proceeded in good faith" and "will not be able to complete construction of its television station within any reasonable time that might now be extended by the Commission."

The petition, filed by Harold E. Mott of the Washington law firm of Welch, Mott & Morgan, said that in seeking additional time WDEL had attributed the delay to RCA's failure to deliver necessary equipment. "To the petitioner's knowledge," WAMS said, "RCA does not manufacture or sell concrete or other building materials."

WDEL is slated to file its reply to the charges this week.

Programs

PROGRAM with the atmosphere of the Old West has proved to be one of KLAS Las Vegas' most popular shows judging from requests which have come from as far as Pearl Harbor. This disc program, *El Rancho Chuck Wagon Time*, is staged in the Chuck Wagon room of the Hotel El Rancho Vegas where the nearby whirring roulette wheels lend an atmosphere that has become famous throughout the United States. Program is broadcast 12:30-3:30 a.m., and is emceed by disc jockeys, Jack Melvin and Johnny Ryken. Besides music and chatter, program regularly features interviews with such guests to Las Vegas as Hildegarde, Andy Russell, Frankie Lane, Carmen Miranda and many others.

'Suburban News Roundup'

TWELVE weekly newspapers in Eastern Pennsylvania and New Jersey and WFIL Philadelphia are cooperating to present *Suburban News Roundup*. Program features regular summaries of news from areas adjacent to the Philadelphia metropolitan district, and is heard each Saturday from 1:30-2 p.m.

'Television Roundtable'

A CO-OPERATIVE service for television set owners of metropolitan Detroit was inaugurated Feb. 16 by WJBK-TV and Detroit receiver distributors. *Television Roundtable* was originated to bring to light all problems being encountered by set owners for discussion and solution by the service managers of receiver distributors.

A Woman's World

GIVING the women of Cleveland a look at the latest in cooking, fashions, shopping hints, decorating and gardening is the object of WEWS (TV) Cleveland's newest program, *Distaff*. As show opens each day (Mon.-Fri., 4-5 p.m.), camera picks up a woman glancing through a magazine called *Distaff* and as she looks at each new department of the magazine the illustrations come to life and that segment of the program is presented from WEWS' auditorium studio.

Soda Set Show

CATERING to teen-age audience, KFI-TV Los Angeles recently started half-hour weekly telecast series, *Club El Teen*. The program, being telecast in a studio set to look like a malt shop, features teen-age talent in variety show format.

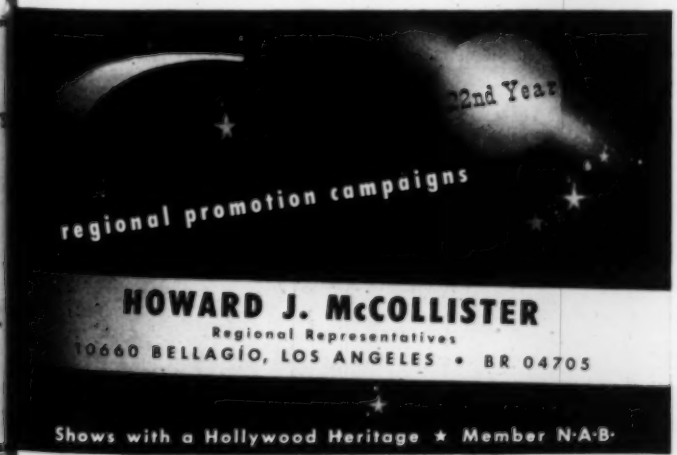
Stories Behind the Arts

STORIES behind great artistic creations are being telecast in a new weekly series entitled *Inspiration Theatre* on KLAC-TV Los Angeles. The half-hour live dramas are written, produced and directed by Jon Slott. Name actors are featured in the roles from week to week. Future programs will include stories behind inspirations of artist Paul Gauguin, poet Gerard Nerval.

Stamp Program

DESIGNED to appeal to stamp enthusiasts in the Bay Area, new Sunday morning program, *Kilpatrick's Stamp Man*, has been started by KQW San Francisco. Albert Henry, owner of a philatelic lobby in San Francisco's Palace Hotel, presents bulletins on U. S. stamps, background stories of old stamps and issue dates of new ones. He also includes a follow-up on foreign stamps and a "Stamp Story of the Week." Program is sponsored by Kilpatrick's Bakery through Emil Reinhardt Adv., Oakland, Calif.

RADIO ART Club of America, New York, has expanded its *Songs by Great Singers* program on MBS from 15 minutes to a half hour, with a time switch from 1:45-2 p.m. to 3-3:30 p.m., and an increase in number of stations from 63 to 150.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RCA VICTOR RECORDS

ACTIONS OF THE FCC

FEBRUARY 11 to FEBRUARY 17

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
SSA-special service authorization
CG-conditional grant

February 11 Decisions . . .

BY THE COMMISSION

Assignment of License

WKLV Blackstone, Va.—Granted assignment of license from Frank W. Wagner to Nottoway Bcstg. Co. Inc., new corporation in which Mr. Wagner will have 35% interest.

KBLF Red Bluff, Calif.—Granted assignment of license from Robert L. Weeks to Dr. Russell G. Frey.

W H K P Hendersonville, N. C.—Granted assignment of license from Redege Bcstg. Co. to Radio Hendersonville Inc.

ACTIONS ON MOTIONS
By Commissioner Hyde

Surety Bcstg. Co., Charlotte, N. C.—Granted petition for leave to amend application to add additional engineering statement re conductivity.

All Nations Bcstg. Co., Boston, Mass.—Granted petition for leave to amend application to show changes in stockholders.

WELI New Haven, Conn.—Granted petition to dismiss without prejudice application.

KOOS Coos Bay, Ore.—Granted petition for order to take depositions in re application.

Mansfield Bcstg. Co. Inc., Mansfield, Pa.—Granted petition to dismiss without prejudice application.

Van Wert Bcstg. Corp., Van Wert, Ohio—Granted petition for leave to amend application to specify 1580 kc in lieu 860 kc.

KBPS Portland, Ore.—Granted petition for leave to amend application for mod., license to show increase in power from 100 to 250 w and new trans. and ant.; and application for CP filed May 14, 1948, which is incorporated in and made part of such amendment, was accepted.

WJFS Freeport, Ill.—Granted petition for leave to dismiss without prejudice application.

Frequency Bcstg. System Inc., Shreveport, La.—Granted petition for continuance of hearing in re application presently scheduled Feb. 17, for indefinite period.

Crosley Bcstg. Corp.—Granted petition for leave to amend application re transfer of control of WHAS Inc. to show revised data on proposed program analysis.

WHDH Boston, KOA Denver, WXKW Albany—Granted joint petition for continuance of hearing schedule March 1, to March 2, at Washington, in re applications.

Whaling City Bcstg. Corp., New Bedford, Mass.—Granted petition for dismissal of application.

Northwest Public Services, Kelso, Wash.—Granted petition for continuance of hearing scheduled Feb. 10 to March 10 at Washington, in re application.

Shelby Bcstg. Co., Center, Tex.—Commission on own motion continued hearing presently scheduled Feb. 10 to April 11, at Washington, in re application.

February 11 Applications . . .

ACCEPTED FOR FILING

Assignment of License

WSYR Syracuse, N. Y.—Assignment of license from Central New York Bcstg. Corp. to Radio Projects Inc. AMENDED to change name of assignee to Central New York Bcstg. Corp., new firm.

License for CP

KEVA Shamrock, Tex.—License to cover CP new AM station.

AM—1580 kc

Leslie Goodaker tr/as The Princeton Bcstg. Co., Princeton, Ky.—FCC announced following omission from public notices of October 1948: CP new AM station 1590 kc 250 w AMENDED to request 1580 kc.

License Renewal

WINX-FM Washington, D. C.—License renewal FM station.
WWNY-FM Watertown, N. Y.—Same.
KURV-FM Edinburg, Tex.—Same.
KUSC U. of Southern California, Los Angeles—License renewal noncommercial education FM station.

License for CP

WILK-FM Wilkes-Barre, Pa. — License to cover CP new FM station.

Modification of CP

WAIR-FM Winston-Salem, N. C.—Mod. CP change ERP form 32 to 43 kw.
WHHS Haverford Township Senior High School, Havetown, Pa.—Mod. CP new noncommercial educational FM station to change operating power to 10 w, change type trans.
WOR - FM New York — Mod. CP changes in FM station for extension of completion date.
WSTP-FM Salisbury, N. C.—Mod. CP new FM station for extension of completion date.
WSPD-FM Toledo, Ohio—Same.
WFMJ-FM Youngstown, Ohio—Same.
WFBM-TV Indianapolis — Mod. CP new commercial TV station for extension of completion date to June 30.
WJAC-TV Johnstown, Pa.—Mod. CP new commercial TV station to change ERP from 7 kw aur. to 3.7 kw aur., make ant. changes.
WGAL-TV Lancaster, Pa.—Mod. CP new commercial TV station for extension of completion date to Aug. 8.
KRSC-TV Seattle, Wash.—Mod. CP new commercial TV station for extension of completion date to April 15.

TENDERED FOR FILING

AM—930 kc

WSAZ Huntington, W. Va.—CP increase power from 1 kw-N 5 kw-D to 5 kw unl. DA-N.

FM—92.3 mc

Asheboro Bcstg. Co. Inc., Asheboro, N. C.—CP new FM station on Channel 300 (107.9 mc) AMENDED to request Class B Channel 222 (92.3 mc) with ERP 15.5 kw.

February 14 Applications . . .

ACCEPTED FOR FILING

AM—1310 kc

WNAE Warren, Pa.—CP change from 1310 kc 1 kw D to 1310 kc 1 kw-D 100 w-N unl.

Assignment of License

WLOI LaPorte, Ind.—Assignment of license from Isabel S. Rumely, Hoyt H. Scott and Edward Young d/b as La-Porte County Bcstg. Co. to LaPorte County Bcstg. Co. Inc.

Transfer of Control

KRBC-AM-FM Abilene, Tex.—Involuntary transfer of control of Reporter Bcstg. Co. from M. Bernard Hanks, deceased, to T. J. McMahon, Bruce B. Meador and Conway C. Craig, executors of estate.

License for CP

WRLD-FM Lanett, Ala.—License to cover CP new FM station.
KIXL-FM Dallas, Tex.—Same.

Modification of CP

WPAR-FM Parkersburg, W. Va.—Mod. CP new FM station for extension of completion date.
WKNE-FM Keene, N. H.—Same.
WCBM-FM Baltimore—Same.
WSML-FM Macon, Ga.—Same.
WDBO-FM Orlando, Fla.—Same.
KRE-FM Berkeley, Calif.—Same.

CP to Reinstate

KGDM-FM Stockton, Calif.—CP to reinstate CP new FM station.

TENDERED FOR FILING

Assignment of License

KGFN Grass Valley, Calif.—Assignment of license from '49er Bcstg. Co. to Joe D. Carroll.

AM—1240 kc

KSMA Santa Maria, Calif. — CP change from 1450 to 1240 kc.
WFTC Kinston, N. C.—Assignment of license from Jonas Weiland to Kinston Bcstg. Co.

APPLICATION RETURNED

AM—1180 kc

C. L. Cooley, Bradford, Tenn.—RETURNED Feb. 11 application for CP new AM station 1180 kc 18 w D.

APPLICATIONS DISMISSED

AM—1280 kc

G. Russell Chambers and John W. Rollins d/b as Charlottesville Bcstg. Co., Charlottesville, Va.—DISMISSED Feb. 10 application for CP new AM station 1280 kc 1 kw D.

SSA—1540 kc

WJMJ Philadelphia — DISMISSED Feb. 10 application for SSA 1540 kc 1 kw D for period not to exceed 6 mo.

February 15 Decisions . . .

BY THE COMMISSION

SSA—1460 kc

WOKO Albany, N. Y.—Granted extension of SSA to operate on 1460 kc 1 kw-D 500 w-N until Aug. 15.

BY THE SECRETARY

General Electric Co., Area Schenectady, N. Y.—Granted licenses for new exp. TV relays KA-2106 and KA-2107.

National Bcstg. Co. Inc., Area New York—Granted CP and license for new exp. TV relay KA-2104.

KMTR Radio Corp., Los Angeles—Granted licenses for new exp. TV relays KMA20 KMA21.

General Electric Co., New York—Granted mod. of license to change trans. location KEA28.

KEIO Pocatello, Ida.—Granted mod. CP to make changes in DA.

WWWR Russellville, Ala.—Granted mod. CP for approval of ant. and trans. location.

KAAA Red Wing, Minn.—Granted request for waiver of Sec. 3.30(a) of Commission's rules and regulations to identify studio location as Red Wing.

WPLA Plant City, Fla.—Granted mod. CP to make changes in ant.

WBLK Clarksburg, W. Va.—Granted mod. CP to make changes in vertical ant. and mount FM ant. on side of AM tower.

WIL St. Louis—Granted mod. CP to change type trans.

WOLS Florence, S. C.—Granted mod. CP to mount FM ant. on AM tower.

KELT Electra, Tex.—Granted mod. CP for approval of ant., trans. and studio locations, and change type of trans.

WQXR-FM New York Granted request to extend authority to operate multiplex facsimile period beginning Feb. 18 and ending May 18.

Following were granted extensions of completion dates as shown: KSLA St. Louis, to 8-11-49; WJEM Springfield, Ohio, to 5-2-49; WASH Washington, D. C., to 8-3-49; WMCF Memphis, Tenn., to 3-1-49; KING-FM Seattle, Wash., to 6-1-49; KSO-FM Des Moines, to 8-27-49; WKBN-FM Youngstown, Ohio, to 9-15-49; KOIN-FM Portland, Ore., to 9-15-49; WRBL-FM Columbus, Ga., to 6-1-49; WROK-FM Rockford, Ill., to 6-28-49; KRMD-FM Shreveport, La., to 5-1-49; KFDM-FM Beaumont, Tex., to 6-1-49; WHBF-FM Rock Island, Ill., to 9-17-49; WRR-FM Dallas, Tex., to 4-28-49; WBIR-FM Knoxville, Tenn., to 1-49; WMCA-FM New York, to 4-1-49; WPDX-FM Clarksburg, W. Va., to 6-8-49; KTSA-FM San Antonio, Tex., to 6-9-49; WJBC-FM Bloomington, Ill., to 9-14-49; WLYC Williamsport, Pa., to 6-7-49; KVOB-FM Alexandria, La., to 5-15-49; KVNJ-FM Fargo, N. D., to 4-6-49; WBOW-FM Terre Haute, Ind., to 6-6-49; WSGN-FM Birmingham, Ala., to 8-12-49; WBBB Burlington, N. C., to 6-30-49.

WMHC The Wm. H. Block Co., Indianapolis—Granted request to cancel CP and modifications thereof for new FM station.

WPTL Providence, R. I.—Granted mod. license to change ERP from 1 kw to 2.88 kw and make changes in ant. system.

KCOW Alliance, Neb.—Granted mod. CP to change trans. and studio locations.

WONW Defiance, Ohio—Granted mod. CP to change type trans.

KBTV Dallas, Tex.—Granted mod. CP to change studio and trans. location; to change ERP from vis. 35 kw aur. 18.5 kw to vis. 21 kw, aur. 15 kw and ant. height from 489 to 480 ft.

Following were granted extensions of completion dates as shown: KCOI Sioux City, Ia., to 6-1-49; KRKD Los Angeles, to 4-6-49; WAGA-TV Atlanta, Ga., to 8-28-49.

WROY Carmi, Ill.—Granted license for new standard station 1460 kc 1 kw D.

KXEO Mexico, Mo.—Same—1340 kc 250 w unl.

KUTA Salt Lake City—Granted license install new trans.

KWK St. Louis—Granted license to increase power and install DA-N.

WJAX Jacksonville, Fla.—Same.

KMMO Marshall, Mo.—Granted mod. CP for approval of ant. and trans. location, and specify studio location.

WROK Rockford, Ill.—Granted to change trans. location.

KSMA Santa Maria, Calif.—Granted mod. license to change main studio location.

KVLC Little Rock, Ark.—Granted to make changes in vertical ant. and mount FM ant. on AM tower.

WLRP New Albany, Ind.—Granted mod. CP for approval of ant., trans. and studio location.

WRXO Roxboro, N. C.—Granted mod. CP for approval of ant., trans. and studio locations.

WSHB Stillwater, Minn.—Granted mod. CP for approval of ant. and trans. location, and specify studio location.

Following were granted extensions of completion dates as shown: WBKB Chicago, to 6-1-49; WISH-FM Indianapolis, to 6-14-49; WMAZ-FM Macon, Ga., to 5-28-49; WMGY-FM Montgomery, Ala., to 4-4-49; WFMI Portsmouth, N. H., to 4-1-49; WISR-FM Butler, Pa., to 5-26-49; WTHS Miami, to 3-1-49; WBBB-FM Burlington, N. C., to 6-30-49; KRKD-FM Los Angeles, to 4-1-49; WHP-FM Harrisburg, Pa., to 8-26-49; WBNS-TV Columbus, O., to 7-1-49; WBAP-TV Fort Worth, Tex., to 5-15-49; WTVR Richmond, Va., to 9-3-49; WTMJ-TV Milwaukee, to 4-23-49.

WKOB Citizens Bcstg. Co., North Adams, Mass.—Granted request for cancellation of standard station license and deletion of call letters 860 kc 250 w D.

(Continued on page 71)

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52 WEEKLY ISSUES AND 1949 YEARBOOK

YEARBOOK Special

Commercial

ALAN JOHNSTONE, formerly in sales department of KLX Oakland, Calif., has joined KGO local and ABC Spot Sales department San Francisco. He replaces Frank Schmitt, recently promoted to network sales representative in San Francisco.

JIM MacCORMACK, formerly with BROADCASTING, *The New York Times* and the Bridgeport, Conn. *Herald*, has been appointed sales representative for WNLK Norwalk, Conn. He will cover the Westport, New Canaan, Wilton and Darien areas.

JAMES CRAWFORD has been appointed sales manager of WPEN Philadelphia.

JAMES KELEHAN, formerly vice president and sales manager of KWDM Des Moines, has been appointed sales manager of KIOA Des Moines.

EDWARD B. COUGHLIN, formerly associated with *The New York Times* and Weed & Co., New York, has joined the New York sales staff of Edward Petry & Co., station representative.

HARRY R. LIBSON, formerly with CKLW Detroit-Windsor, has joined sales staff of WJBK Detroit.

WILLIAM B. RAHN, affiliated for the last three years with Burn-Smith Co., New York, station representative, has been appointed account executive at WINS New York.

GORDON SWETTMAN has been appointed commercial manager of CKWS Kingston, Ont.

KEN SIBSON has been appointed head of new Southwestern office of Ra-Tel Representatives Inc. Mr. Sibson will headquarter in the Empire State Bank Bldg., Dallas.

KEITH SCOVIL, formerly KOVO Provo, Utah, sales manager, has joined KEEN San Jose, Calif.

DOUGLAS MANNING, salesman of CKGB Timmins, Ont., and MILDRED HODGSON of CJKL Kirkland Lake, Ont., have announced their marriage.

HEART DRIVE
Gets Strong Radio Support

MORE THAN 25 special network programs supported the fight against heart disease during National Heart Week, Feb. 14-21, Sylvester L. (Pat) Weaver Jr., vice president of Young & Rubicam, and chairman of the radio and television committee for the American Heart Assn.'s 1949 National campaign, revealed last week.

In addition, commercial spots were arranged on more than 50 top rated commercial programs including, Bing Crosby, Fred Allen, Bob Hope, *Duffy's Tavern*, and *Truth or Consequences*.

Radio kits, containing spot announcements and feature material, were sent to all AM and TV stations in the U.S. Television schedules featured a film short by Alan Ladd urging public support of the heart campaign.

CASH DISCOUNTS
4A Group Says Radio Lags in Practice

RADIO and television stations lag behind most other media in support of the 2% cash discount practice and, as a consequence, bear the brunt of most bad debt losses suffered by media.

That conclusion was reached by the Committee on Media Relations of the American Assn. of Advertising Agencies. The committee is headed by Ben Duffy of BBDO. At a recent meeting in New York it considered a report of its subcommittee on cash discount, headed by H. H. Dobberteen, of Benton & Bowles. Mr. Dobberteen found the cash discount situation "reassuring" in every field except broadcasting.

Mr. Duffy

The discount is allowed by 94.6% of daily and Sunday newspapers, by 92.7% of general magazines, by 72.5% of business papers, he reported. Individual radio stations, on the other hand, have ignored the cash discount practice to the extent that only 9% provide the incentive for prompt payment.

Of newer FM stations, only 8.1% allow it and of 40 television outlets listing rates at the end of 1948, only two allowed the discount, it was said. In the committee's view, absence of the discount is more serious among stations because radio has no machinery for agency recognition as have other media.

"It is no coincidence that most of the bad debt losses in advertising in recent years have been confined to radio stations," said Mr. Duffy. "I fear station owners will continue to bear the brunt of such losses as occur, so long as radio lags behind other media in agency recognition and in allowance of cash discount."

WNHC BASEBALL
To Carry Braves, Red Sox

ELM CITY Broadcasting Corp., operator of WNHC New Haven, Conn., has announced sponsorship plans for this year's baseball games of the Boston Red Sox and Braves. As has been the case in the past three years, the broadcasts, over WNHC AM-FM, will be sponsored by the Atlantic Refining Co. and Narragansett Brewing Co.

The baseball broadcasts are slated to start March 12 when the station begins a series of 20 Braves and Red Sox games of the Grapefruit League Spring Training Schedule from Florida.

EDWARDS AID
Cited by Hygiene Group

APPROXIMATELY $145,000 in contributions to the National Committee for Mental Hygiene, was attributed to Ralph Edwards and his *Truth or Consequences* show NBC, Saturdays, 8:30-9 p.m. The Committee whose medical director is Dr. George S. Stevenson, president-elect of the American Psychiatric Assn., will share the profits received from Mr. Edwards' "Mr. and Mrs. Hush," contest with the National Health Foundation.

Funds are expected to be used by both organizations to develop adequate mental aid facilities in individual states, but actual allocation will be made by a committee set up for the purpose.

Truth or Consequences is sponsored by Proctor & Gamble, Cincinnati.

Patricia Ryan

PATRICIA RYAN, 26, radio actress, was found dead last Tuesday morning in her New York apartment, after having been stricken while playing the title role in the NBC *Cavalcade of America* broadcast of "Valentine for Sophia." She also played Henry's girl-friend Kathleen in the NBC *Aldrich Family*. Miss Ryan was discovered by her husband, George Robert Gibson.

WMPS
MEMPHIS

68 On Your Radio

10,000 W DAY TIME
5,000 W NIGHT TIME

Represented by

RADIO REPRESENTATIVES, INC.

FCC Actions

(Continued from page 68)

Decisions Cont'd.:

KVER Albuquerque, N. M.—Granted 30-day extension of time within which to carry out assignment of license.

KRUZ Santa Cruz, Calif.—Granted license for new standard station and to specify studio location; 1460 kc 1 kw unl. DA.

KCIJ Shreveport, La.—Granted mod. CP for approval of ant. and trans. location.

KRIS Corpus Christi, Tex.—Granted CP to change trans. and studio locations.

WBGE Atlanta, Ga.—Granted mod. CP to make changes in vertical ant. with FM and TV ant. on top, and change trans. and studio locations.

KYOS Merced, Calif.—Granted request for cancellation of CP for changes in vertical ant. and mount FM ant. on top AM tower.

WHIZ-FM Southeastern Ohio Bcstg. System Inc., Zanesville, Ohio—Granted request for cancellation of CP for new FM station.

KCRN Cardinal Bcstg. Co., Palo Alto, Calif.—Granted request to vacate CP for new FM station.

WNBK Cleveland—Granted mod. CP to change ERP from vis. 18.8 kw, aur. 9.6 kw to vis. 15 kw, aur. 9 kw, and ant. to 620 ft.

Following were granted extension of completion dates as shown: WCAR-FM Pontiac, Mich., to 5-25-49; W6XJQ San Francisco, to 8-17-49; W6XAI Area Los Angeles, to 8-17-49; WOI-TV Ames, Ia., to 8-14-49.

FCC Correction

KLER Rochester, Minn.—In report dated Feb. 1 item referring to KLER should read: Granted license for new standard station 970 kc 1 kw-N 500 w-D unl. DA-2.

February 15 Applications . . .

ACCEPTED FOR FILING

AM—730 kc

Eastland County Bcstg. Co., Eastland, Tex.—CP new AM station 940 kc 250 w D AMENDED to request 730 kc.

License for CP

KVER Albuquerque, N. M.—License to cover CP change frequency AMENDED to change name licensee from Intermountain Bcstg. Co. to Westernair Inc.

WWYO Pineville, W. Va.—License to cover CP new AM station.

Modification of CP

WORM Easton, Md.—Mod. CP new AM station for extension of completion date.

KMPC Los Angeles—Mod. CP increase power etc. for extension of completion date.

February 16 Applications . . .

ACCEPTED FOR FILING

AM—1240 kc

KSMA Santa Maria, Calif.—CP change from 1450 kc to 1240 kc, install new trans. and change site.

AM—1390 kc

All Nations Bcstg. Co., Boston—CP new AM station 1390 kc 5 kw D DA AMENDED re officers and stockholders.

AM—930 kc

WSAZ Huntington, W. Va.—CP increase power from 1 kw-N 5 kw-D to 5 kw unl. DA-N.

License for CP

KGST Fresno, Calif.—License to cover CP new AM station and specify studio location at 1018 Broadway.

WIRJ Humboldt, Tenn.—License to cover CP new AM station and specify studio location at 210 22nd Ave.

KAAA Red Wing, Minn.—License to civer CP new AM station.

WNAG Grenada, Miss.—Same.

Assignment of License

KGFN Grass Valley, Calif.—Assignment of license from '49er Bcstg. Co. to Joe D. Carroll.

WFTC Kinston, N. C.—Assignment of license from Jonas Weiland to Kinston Bcstg. Co.

Modification of CP

KHSL Chico, Calif.—Mod. CP increase power etc. for extension of completion date.

KFJI Klamath Falls, Ore.—Mod. CP change frequency, increase power etc. for extension of completion date.

License for CP

WVKO Columbus, Ohio.—License to cover CP new FM station.

KGW-FM Portland, Ore.—Same.

KMUS-FM Muskogee, Okla.—License to cover CP reinstating CP new FM station.

Modification of CP

KNBC-FM San Francisco—Mod. CP change ant. height above average terrain from 1,220 to 1,224 ft. and make changes in ant.

WRGK La Grange, Ill.—Mod. CP new FM station to change ERP from 450 w to 1 kw, ant. from 150 ft. to 96 ft., change type trans. and change trans. and studio sites.

WEHS Chicago—Mod. CP new FM station to change ERP from 16 kw to 15.7 kw.

WFDR New York—Mod. CP new FM station to change ERP from 8.5 kw to 18 kw, ant. from 690 ft. to 539 ft., change trans. and studio site.

WMRN-FM Marion, Ohio.—Mod. CP new FM station to change ERP from 2.3 kw to 7.55 kw, ant. from 315 to 352 ft.

KPRA Portland, Ore.—Mod. CP new FM station for extension of completion date.

WCAU-FM Philadelphia—Same.
WJAR-FM Providence, R. I.—Same.
WNAO-FM Raleigh, N. C.—Same.
WREV Reidsville, N. C.—Same.
WMRN-FM Marion, Ohio—Same.
WWLH New Orleans—Same.
WHB-FM Kansas City, Mo.—Same.

WSYR-TV Syracuse, N. Y.—Mod. CP new commercial TV station to change corporate name from Radio Projects Inc. to Central New York Bcstg. Corp.

KTLA Hollywood—Mod. CP new commercial TV station for extension of completion date to 6-1-49.

KFMB-TV San Diego, Calif.—Same to 9-15-49.

WCON-TV Atlanta, Ga.—Same to 12-15-49.

WSYR-TV Syracuse, N. Y.—Same to 9-12-49.

WKRC-TV Cincinnati—Same to 9-16-49.

WSPD-TV Toledo, Ohio—Same to 9-19-49.

WFIL-TV Philadelphia—Same to 6-15-49.

TENDERED FOR FILING

Assignment of CP

WUTV Indianapolis—Assignment of CP new commercial TV station from The William H. Block Co. to Indianapolis Bcstg. Inc.

Transfer of Control

WJVB Jacksonville Beach, Fla.—Transfer of control of Jacksonville Beach Bcstg. Co., licensee, from 16 stockholders to Reginald B. Martin and Lester M. Combs.

WROD Daytona Beach, Fla.—Transfer of stock in Daytona Beach Bcstg. Corp., licensee, from Wade R. Sperry to Lakeland Bcstg. Corp.

WANE Fort Wayne, Ind.—Acquisition of majority stock in Radio Fort Wayne Inc. by C. Bruce McConnell through purchase of 190 sh owned by Merlin H. Smith and Glenn R. Thayer.

Assignment of License

KDON Monterey, Calif.—Assignment of license from Monterey Bcstg. Co. to L. John Miner and Taft R. Wrathall d/b as Monterey Radio Bcstg. Co. (Contingent on grant of KRUZ transfer).

KRUZ Santa Cruz, Calif.—Assignment of license from L. John Miner, Taft R. Wrathall and Grant R. Wrathall d/b as Monterey Bay Broadcast Co., to Central Coast Counties Radio Inc. (Contingent on grant of KDON transfer).

AM—980 kc

KICA Clovis, N. M.—CP change from 1240 kc 250 w unl. to 980 kc 1 kw unl. DA-DN and change trans. site.

AM—1420 kc

WLEA Hornell, N. Y.—CP change from 1320 kc 1 kw D to 1420 kc 1 kw-D 500 w-N unl. DA-N and change trans. site.

Modification of CP

KERB Kermit, Tex.—Mod. CP change from 610 kc to 600 kc, install DA, using 1 kw D.

SSA—730 kc

WPIK Alexandria, Va.—SSA 730 kc 1 kw-D 250 w-N unl. for period ending Nov. 1.

APPLICATION DISMISSED

AM—930 kc

WHBS Huntsville, Ala.—DISMISSED Feb. 14 application for CP change from 1490 kc 250 w unl. to 930 kc 1 kw-D 500 w-N unl. DA-N.

AM—1490 kc

Joe F. Rushton, M. D., Shreveport, La.—DISMISSED Feb. 14 application for CP new AM station 1490 kc 250 w unl.

(Continued on page 82)

Feature

(Continued from page 10)

WKJG-FM WFTW-FM WANE) the activities of the Fort Wayne-Allen County Chapter of the American Red Cross are being presented to the people. The simultaneous broadcast started Feb. 12.

The program, titled *Your Red Cross Show*, originates in the studios of WGL. A 28-piece orchestra is featured, all members of Local 58, American Federation of Musicians. The orchestra was organized especially for the show by James Barger, Local 58 president, and William Miller, secretary. Mr. Miller conducts the orchestra which includes several members of the Fort Wayne Philharmonic. All the musicians volunteer their services.

Guy S. Harris, continuity supervisor of WGL, writes the program which is produced by Ron Ross of the WOWO production staff. All personnel connected with the show donate their services including several members of AFRA.

Complimenting the stations, George W. Fishering, chairman of the local Red Cross chapter, said:

"It is the sincere desire of your Red Cross Chapter to bring to the citizens of Fort Wayne and surrounding counties a weekly radio program of outstanding entertainment never before featured by any Red Cross Chapter. Through the excellent cooperation of all Fort Wayne radio stations, Musicians Union Local 58, the American Federation of Radio Artists, and the other professional people connected with the show, we hope to make this possible. Like most Red Cross work, the time and talent of all these people and radio stations is donated. For this the Red Cross is extremely grateful because a radio program of this type will afford your Red Cross [an opportunity] to keep you informed as to what your Red Cross is doing and where your dimes and dollars, that you give so generously every year at this time, are going and what they are doing."

Present plans call for a 13 week schedule for the simultaneous broadcasts, but the time may be extended.

IN LOS ANGELES

GET ON THE BEAM!

Direct to the 1,130,000 "SPECIALIZED GROUP" within the Los Angeles Market.

YIDDISH 250,000 · NEGRO 300,000 · GERMAN 100,000 · SPANISH 250,000 · ITALIAN 100,000 · SCANDINAVIAN 130,000

6 RESPONSIVE AUDIENCES IN ADDITION TO 3 MILLION ENGLISH SPEAKING LISTENERS

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RADIO PICTURE ALBUMS

FOR YOUR STATION

Radio Albums individually planned for your station have tremendous listener appeal . . cement listener support.

No Cost to you . . . no cost to your listeners. The American plan guarantees free, postpaid distribution of thousands of albums throughout your broadcasting area.

Exclusive rights — American albums are available to only one station in each city.

Proven effective — Our personnel has had almost 10 years experience in the design, production, sales and distribution of Radio Picture Albums utilized by nearly 200 stations from coast to coast. These albums attract new station accounts, increase station revenue.

Finest available — American albums are individually designed, and beautifully executed — the finest available.

Write, wire or phone — Full information gladly sent without cost or obligation to you.

Act today — write, wire or phone for complete details. No obligation.

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American RADIO PUBLICATIONS, INC.

121 N. Washington St., Peoria 2, Illinois

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

New Michigan regional, new territory, wants commercial manager, staff, with black ink complex. Box 161a, BROADCASTING.

250 watt Mutual fulltime outlet looking for capable commercial manager. Salary and commission. Excellent opportunity for right man who is not afraid of work. Give full details first letter. Box 150a, BROADCASTING.

Wanted—Manager experienced in all operational phases. Unusual opportunity for earnings and interest in station for right man. Send letter stating age, references, and qualifications to WJPA, Washington, Pennsylvania.

One of best opportunities in radio available to topnotch sales manager. Large midwestern market. Full details and picture first letter. Box 197a, BROADCASTING.

Salesmen

Salesmen for new fulltime station in Norfolk, Virginia. Send photo, data and compensation details to Louis H. Peterson, 112 West Tabb Street, Petersburg, Virginia.

Wanted—Two salesmen interested in unlimited income per week. Here is an opportunity to the right men to receive a substantial drawing account against 15% commission at an independent fulltime newspaper - owned heavily promoted radio station in one of the best metropolitan markets. We are increasing the size of our sales department and want only men interested in permanent positions. Please send information, photograph and references with first letter. Box 129a, BROADCASTING.

Two salesmen—go getters wanted. Progressive southern station, soon 5000 watt. Prefer men with cars. Real opportunity, commission against drawing account. Give full history of radio experiences. Also junior salesmen for classified and special programs. Address P. O. Box 111, McComb, Mississippi.

Experienced salesman needed by progressive large market station. Send full record of experience and when available. Box 198a, BROADCASTING.

The only radio station in this beautiful southwestern town, KOBE a 250 watt Mutual affiliate, needs the services of an honest, hard-working salesman (one preferably with newspaper experience). Will pay 10% commission on all sales and a moderate draw to start. Must have creative ability and be able to write good commercial continuity. If you will be satisfied with less than $100 a week, don't apply. The business is here if you can sell it. Write or wire details to Harry H. Stair, General Manager, KOBE, Las Cruces, New Mexico.

Local independent station in one of south's leading markets has opening in commercial department for salesman who can produce in highly competitive market. Will arrange attractive drawing account against generous commission arrangement. Must have topnotch references and good sales record. Man we want must be capable of earning 12 to 15 thousand dollars annually. Give complete history. All replies confidential. Reply Box 201a, BROADCASTING.

An experienced Muzak salesman has an excellent opportunity in fast growing Memphis. If past record shows you can produce then let's get together for mutual profit. Write Bob Alburty, Business Music Corp., 813-14 Three Sisters Bldg., Memphis, Tenn.

Announcers

Ohio's rural radio station needs competent 5 kw announcer not afraid of ad lib. Salary commensurate with ability and experience. Send disc and photo to WRFD, Worthington, Ohio.

Help Wanted (Cont'd)

Wanted—Experienced announcer with progressive southern tier New York station. Give experience, salary, references and send disc. Box 167a, BROADCASTING.

Announcers with first class ticket for new fulltime station in Norfolk, Virginia. Send photo, disc, data and salary requirements to L. H. Peterson, 112 West Tabb St., Petersburg, Virginia.

Announcer-copy editor, must be good announcer with ability and experience in copy writing. Must be college graduate. Home of Mississippi State College, with remote studios therein. Needed at once. WSSO, Starkville, Mississippi.

Two announcers needed. Must be experienced. Easy shift. Some discs. Mostly network. Little news. Start $50 for 40 hours. Station in beautiful semitropic area. Send disc and full background to Box 188a, BROADCASTING.

Announcer with emphasis on news and commercials. Tell all first letter. Write F. A. Higgins, Manager, WHOW, Clinton, Illinois.

Announcer wanted for east coast city. Good experienced disc jockey with a flair for adlib. Must know board work and be versatile. Send a disc and letter immediately. Salary plus talent with a growing organization. No prima donnas. Box 196a, BROADCASTING.

Technical

Announcer-engineer. Send disc and photograph. WROD, Daytona Beach, Florida.

Wanted—Chief engineer by KMVI in Hawaii. Good background as chief engineer in small station essential. Must be able to do a fair job as combination man on few hours relief per week. Very good salary for right man. Personal interviews will be given in New York, Los Angeles and San Francisco during March and April. Send all details, plus references to station manager Richard Mawson, % Wills, 925 Rutter Avenue, Kingston, Pennsylvania. Permanent, dependable man wanted. References will be checked.

Chief engineer—Reliable, cooperative, economy-minded and ability to maintain equipment in top shape. Interested men write, Station WSKI, Montpelier, Vermont.

Production-Programming, others

Girl for traffic department, independent, Missouri river town. Pays about $135 per month to start. Box 166a, BROADCASTING.

Program producer for new Chicago FM station. Please send full particulars as to experience, history, ideas, age, salary demands, etc. Box 176a, BROADCASTING.

Experienced commercial continuity chief for regional Michigan network station, capable of taking complete charge of department. Permanent position, opportunity for advancement to administrative duties. Include experience, references, sample of work in reply. Box 102a, BROADCASTING.

Wanted—Combination man with good voice and radio telephone first ticket. Good pay, good hours and pleasant surroundings. Network station, Charleston, South Carolina. Send recording of voice and all particulars to Box 144a, BROADCASTING.

Experienced girl continuity writer with good voice for woman's show. Unusual opportunity. Good pay. Box 200a, BROADCASTING.

Help Wanted (Cont'd)

Television

Salesmen

Wanted: Experienced man for television station, sales department. Send full details and picture immediately. Box 199a, BROADCASTING.

Situations Wanted

Managerial

Combination manager-program director successfully Hooperating 5 kw net basic highly-competitive five-station market 260 thousand. Topnotch commercial-promotion manager available. Size market or station unimportant. Integrity of operators and permanence count. For guaranteed, competent, sincere management, tested programming, reorganization, a complete, proven plan to produce listening and profits, wire Box 180a, BROADCASTING.

Employed commercial manager desires position with progressive station. Can qualify as manager or commercial manager. Eight years experience. Good record. A-1 references. Box 117a, BROADCASTING.

Manager—Thoroughly experienced all departments. Successful 16 year network affiliate record. University graduate. Dependable career man. Good references. Can be available on short notice. Box 892, BROADCASTING.

General manager of going station, thoroughly experienced sales, programming, engineering and administration wants permanent place to settle with family in or near Rocky Mountains. Reply in confidence to Box 812, BROADCASTING.

Manager presently employed. Fifteen years experience from announcing to management, network and independent. Mature family man, top references, salary requirements reasonable, primary requisite is sound, stable operation. Box 82a, BROADCASTING.

Young, experienced and successful manager desires change. 12 years radio, 5 years manager. Civic-minded. A working manager who announces, sells and has a profit record. Tops in local programming, station administration and operations. Box 935, BROADCASTING.

May I have the pleasure of making money for you and me with my new managerial plan? Box 922, BROADCASTING.

Employed manager—New or established station. Organization and experience all departments, stations from ground to prominence. 250 to 10,000 watts. Specialize efficient staffs, good programming and overall administration. 10 years raido. Former FCC employee. Stable. Box 219a, BROADCASTING.

Commercial manager—Presently employed. Sober family man with proven record. 13 years all phases. Available soon. Write, C. M., 1828 Roberts Street, Vernon, Texas.

Salesmen

Sales department flying a distress signal? I have been first-mate for some time. Would like a ticket to skipper a sales crew. Have ploughed radio's troubled waters for over four years. Keel is upright, have a full head of steam. Commercials bring cheers, not jeers, sales, not wails. 1948 salary was over eight thousand dollars. Do I hear an invitation to come aboard? I have a good story to tell. Box 189a, BROADCASTING.

Salesman—College graduate. Young. Experienced in space sales also radio announcing. Prefer midwest or east. Box 202a, BROADCASTING.

Announcers

Sell newscasts with knowhow. Experienced announcer knows news and puts it across. Also discs, sports. What's your best deal first letter? Box 78a, BROADCASTING.

Experienced combination man wants position with progressive station. Will travel anywhere. Available immediately. Box 135a, BROADCASTING.

Situations Wanted (Cont'd)

Award winning disc jockey in recent nationwide poll available. Beaucoup experience. Proven sales. For information dial 411 or write Box 19a, BROADCASTING.

Announcer — Ambitious young man, some experience, good voice, will travel. Box 151a, BROADCASTING.

Sports director—Top metropolitan rating play-by-play professional baseball, college football, basketball. Journalism degree. Experienced news and special events. Box 159a, BROADCASTING.

Announcer-engineer, first phone, capable newscaster, trained in production, graduate Central, and Pathfinder School of Radio, six months experience. Frank Berry, 1329 Oak Street, Kansas City, Missouri.

Announcer-salesman. 1½ years announcing plus 1½ years retail sales experience. Write E. H. Bonham, 317 W. Market St., York, Pa.

Announcer—28, single, graduate leading radio school, Radio City. Trained all phases, seeks small station for experience. Will travel. Disc on request. Box 178a, BROADCASTING.

Topnotch personality on loose. Twelve years experience, manager to janitor. Box 169a, BROADCASTING.

Combination announcer-engineer. Two years experience net and independent all phases announcing, newscasting and production. Also radio acting techniques. Prefer production to engineering. Want to program and write. One year copywriting and some programming experience. Disc and references. Will travel. Box 168a, BROADCASTING.

Announcer. Five years experience news, commercial. Deep voice. Prefer southeast. Box 171a, BROADCASTING.

New England jockey wants better deal. Two years instructor prominent radio school. Two years program director, now in second year at established metropolitan. Box 175a, BROADCASTING.

Announcer, 24, single, congenial and ready. Can double in continuity department. Speech major in college. Sheldon Secton, 5511 Washington Blvd., Chicago 44, Ill. Mansfield 6-0600.

Announcer, knows news editing, programming, scripting. Excellent musical background. Top production. Single, available middle February. Herb Gottschalk, 5034 Woodlawn, Chicago 15. Atlantic 5-0516.

Announcer—All phases, play-by-play sports, experienced. Ed Silver, 4342 Drexel Blvd., Chicago, Ill.

I'm interested in night deejaying. Staff and deejay experience. Excellent reference. Have smooth show in mind, do any type. Box 209a, BROADCASTING.

Top announcer, 5 years experience, capable in all phases. Single, 25 years old, college graduate. Box 211a, BROADCASTING.

Sports announcer. Nine years experience. AM, TV. Play-by-play. Box 208a, BROADCASTING.

Qualified announcer with station experience and own singing programs. Highest recommendations. Will travel anywhere. Box 216a, BROADCASTING.

Announcer—25, single, 2 years college, veteran, sincere, well trained and ambitious, desires opportunity. Disc and details available. Box 215a, BROADCASTING.

Experience is the best teacher. I've received a year of instruction from experience. A year of well-rounded staff announcing, DJ, remotes, news, audience participation. Seeking advancement east of Mississippi. Position west with opportunities, acceptable. Write Box 220a, BROADCASTING.

Announcer—28, two years experience with network affiliate. Good commercial and all-round staff man. Presently employed. Desire change, midwest only. Disc upon request. Box 214a, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, all phases. Strong news and commercials. Bachelor of Speech Degree. Experience WVAH, Hines, Ill. Disc on request. Write Howard Myles, 723 E. 70th St., Chicago 49, Ill. Phone, Dorchester 3-9227.

Experienced announcer of one year, disc shows, MC, news, etc. High school graduate, six months radio school, one year in the field, good references available. Presently employed in 250 watt North Dakota station. Ambitious and ready for a larger market. If interested, disc will follow. Vet of WW2. C'mon, write. I'm waiting to hear from you. Box 121a, BROADCASTING.

Experienced announcer who can follow directions. Proficient in news, disc shows with emphasis on commercials. Commendable references. Has comb and toothbrush. $60.00. Disc, photo upon request. Box 184a, BROADCASTING.

Veteran with car and first class license available immediately. Send telegram. Box 187a, BROADCASTING.

Sportcaster — one of southwest's top men, now employed executive capacity small station. All sports, baseball, football, basketball, boxing, wrestling, etc. Station I'm looking for carries sports year-round. With leading 50 kw station prior present position. Prefer salary plus talent basis, but will talk terms. Personal interview anywhere in southwest. Disc and top references elsewhere. Available March 15. Box 185a, BROADCASTING.

Announcer—21, single. One year experience 250 watt Mutual. All phases announcing. Disc and photo on request. Not a drifter. Presently employed. Will travel. Box 186a, BROADCASTING.

Texas, Oklahoma, Missouri stations — Sports announcer. Presently employed in the largest market in the southwest. Desire location with year-round sports play-by-play. Thoroughly experienced in all major sports. Well-rounded experience in special newscasts and staff-announcing. Detailed information and audition disc on request. Box 194a, BROADCASTING.

Staff announcer, four years experience, strong on news and commercials, married, 30, college grad seeks permanency. Paul Barnett, 299 Concord Street, Manchester, New Hampshire.

Technical

First phone — Engineer, veteran, 28, married. Three months experience. Midwest preferred. Available immediately. Earl Davis, 1004 Mill Street, Henderson, Kentucky.

Combination man, married, 26, 2½ years experience, first phone, first telegraph, present job 2 years, prefer north Texas or southern Oklahoma. Require $65.00. Available two weeks. Box 177a, BROADCASTING.

Operator—first phone, 18 months experience including construction, turntable, remote, recording, console knowledge. Service and civilian radio schools. Northeast area only. Box 174a, BROADCASTING.

Experienced chief engineer — wants more engineering and less announcing. Veteran, 29, single, reliable. Will travel for permanent job. Will do news, sports, play-by-play. Best references. $80 minimum. Two weeks notice. Box 170a, BROADCASTING.

First phone engineer, desires position with future in broadcast station. Two years instructing experience. Some announcing experience and can also do part-time announcing if desired. Can produce good references. Box 165a, BROADCASTING.

Engineer, eight years experience studio, transmitter, construction FM, now employed, desires change. Box 154a, BROADCASTING.

Desire position. Have 1st class telephone license. Experienced. Active ham, ten years. Delbert King, 122 N. 7 Place, Birmingham, Ala. Phone 3-2311.

Engineer, 1st phone, experience. Graduate P.A.C. Southeastern states preferred. Box 218a, BROADCASTING.

Situations Wanted (Cont'd)

Available immediately, transmitter operator. Wide experience broadcast equipment. Want transmitter job, most anywhere. Age 30. Single. What's your requirements? Lewis Sherlock, Box 1161, Plainview, Texas.

Engineer—1st phone, single, age 27, car, will travel. No broadcast experience. Box 210a, BROADCASTING.

Engineer, age 22, single and have car. Transmitter, studio and remote experience with 250 watt station. Desire position in middlewest with no announcing. Box 182a, BROADCASTING.

Experienced control and transmitter. Familiar with television operation. CREI graduate. Prefer west. Box 183a, BROADCASTING.

Young man 20, with first phone. Have just completed 8½ months radio training. Inexperienced but willing to learn. Can do part time announcing. Box 190a, BROADCASTING.

First class engineer—Four years experience—AM and FM xmtrs, remotes, recordings, maintenance and installations. Single, sober. Available immediately. Lock Box 816, St. Louis, Mo.

Broadcast engineer desires position with station local to New York area. Graduate in radio communications. No experience. Hold 1st class phone. Class A Amateur (W2SDH). Box 195a, BROADCASTING.

Radio Operator-First phone, 2nd telegraph. Available for broadcast or communications. Single, 20, trained at Melville and RCA Institutes. High speed code and ham experience. Box 203a, BROADCASTING.

Production-Programming, others

Commercial program director - announcer. Idea man with knowhow to wrap up attractive saleable program and spot package. Responsible executive now working in major market. Not seeking a come-at-once position but looking for a permanent assignment at a good salary in return for a hard hitting family man with many years of radio experience. Box 88a, BROADCASTING.

Continuity writers with six months or more training in announcing, production, traffic and console operation ready for placement. Pathfinder School of Radio Broadcasting, 1329 Oak Street, Kansas City, Missouri.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles School of Radio, 8800 Wilshire Blvd., Beverly Hills, California.

Program director—Presently employed as manager 250 watt small independent. Successful record as producer, program and prestige builder. Civic minded. Understand personnel. Interested in moving to station in medium to large market. Veteran, 33, married. Absolute sobriety and respectability. Box 172a, BROADCASTING.

Woman foreign news commentator, writer and speaker experience in public service. Trained in broadcasting. Wishes position in radio station. Has lived in England on continent and Far East. Box 205, BROADCASTING.

Production director—Young (27), married and has experience with three networks. Available now for permanent work. Reply Box 204a, BROADCASTING.

Program director employed but looking for station far-sighted outlook. Good announcer, news, disc shows, traffic, continuity. Degree Electrical Engineering, first phone. Four years two stations. Hard worker, married, 28. Minimum $85. Virginia preferred. Box 193a, BROADCASTING.

Situations Wanted (Cont'd)

Educational director, special events, news. Either coast. Proverbs 20; 6. Box 213a, BROADCASTING.

Man, administrative ability, publications, radio broadcasting. Write good selling copy, newscasts, humor. Desire Florida climate. $5000 year minimum. Particulars, photo. Box 192a, BROADCASTING.

Television

Television producers, programmers and directors — Chicago. Reliable young lady assistant with ten years radio and recent New York TV experience. Box 173a, BROADCASTING.

College graduate, 6 years of radio experience in sports, special events, audience participation, interview, news and disc shows, wants to get started in TV. Can go anywhere in the country. Available immediately. Would also be interested in AM job with a TV future. Box 162a, BROADCASTING.

Television position as production or studio assistant or script-continuity writer desired by man with two years extensive radio experience. Salary secondary to position providing plenty of work with opportunity to learn. Box 105a, BROADCASTING.

For Sale

Stations

For sale—Control or minority interest in network affiliate. Very desirable western city. Box 179a, BROADCASTING.

For sale—Eastern metropolitan market, 1 kw daytime. Profitable, well established. $125,000. Box 163a, BROADCASTING.

New England 1000 watt daytime station—$35,000. Exclusive in community of 60,000 with fifteen hundred businesses. Box 191a, BROADCASTING.

Equipment, Etc.

For sale—One used Buda model 6-DTG-317 30 kw diesel powered generator set, 220 volt, 3 phase, 60 cycles. Price $1000 fob, Danville, Va. Write or wire WBTM, Danville, Va.

FM antenna, 4 bay federal square loop, complete with de-icers and 9'3" lattice-steel A sections, transmission line harness with expansion joints. Original cost $4,800. Will sell for $2,400.00 with engineering assistance. WTCN, Minneapolis 4, Minn.

For sale: New in original shipping boxes one General Radio type 1181-A frequency monitor less crystal and type 1931-A modulation monitor one set of tubes for each. Western Electric gray finish. Immediate shipment $950. Box 66a, BROADCASTING.

Completely equipped mobile unit, one 25 watt VHF and one 100 watt MF transmitter, Onan 1500 watt power plant, dynamotor, controls console, cable reels, lockers, accessories, etc. Box 142a, BROADCASTING.

For sale—Western Electric 335-El, 5 kilowatt transmitter with extra tubes and all switch gear necessary for installation. Performance exceeds FCC requirements. Make offer. Contact Jim Ebel, WMBD, 212 S. Jefferson Ave., Peoria 2, Ill. Phone 7133.

For sale—Complete 3kw General Electric FM equipment in good condition, used only year. Anxious move, reasonable price. State Journal, Topeka, Kansas.

One Lingo, insulated, guyed, uniform cross section, tubular steel tower 165 ft. high. Excellent condition, kept painted and just re-guyed six months ago. Type A-2 lighting equipment and tuning box with 600 ft. of ⅜ inch 72 ohm copper coaxial line included. Also, one Western Electric 4 bay clover-leaf 54-A FM antenna used six months and in excellent condition. Presently being used on 92.9 mc's. Can be adjusted to any frequency in the FM band. Contact KBUR-KBUR FM, Burlington, Iowa.

Two Brush magnetone wire recorders, model BK-303. Perfect condition. Cost $795.00. Make offer. Box 22a, BROADCASTING.

For Sale (Cont'd)

For sale—Scott dynamic noise suppressor 910-C. Includes tubes and remote control resistor. Gray finish. Almost new. $75.00. Write WLAD, Danbury, Connecticut.

For sale—One new unused Presto 6N recorder in floor cabinet. Cost $700. Reason for sale, duplication of order. Best offer takes. WLTC, Gastonia, N. C.

Help Wanted

Salesmen

$8,000.00 REWARD

FOR RIGHT MAN

If you are between 30 and 45, own an auto and are willing to travel west coast, there's a position opening about March 5th with leading transcription program producer. Prefer man with radio time sales experience. Exclusive representation required. Expenses advanced against liberal commissions. Executive will train you in territory. Send references, experience, and photo

BOX 207a, BROADCASTING

Technical

Chief radio engineer—Large midwestern educational institution is expanding its radio broadcasting facilities. It is in the market for a chief engineer who can head up the technical staff necessary for the installation and operation of a 10 kw frequency modulation station. Studios and all equipment are new and of latest design. Applicant should have a degree in electrical engineering from an accredited college and must have a valid first class radio-telephone operator's license. Interested applicants are requested to include in their letters complete outlines of their educational backgrounds and experience, personal history and salary expected. Write

BOX 109a, BROADCASTING.

Situations Wanted

Announcers

EXPERT AM-TV
SPORTCASTER
AVAILABLE

Desires position with station having strong sports schedule, preferably with TV operation or plans. Nine years experience, established reputation play-by-play all sports, now handling complete TV sports schedule. Present employers future sports plans doubtful. College education, extensive news, special events background. Finest references.

BOX 212a, BROADCASTING

NEWSCASTER, REPORTER

I want to work for a progressive, metropolitan station as a newscaster/reporter. Presently, network newswriter. Formerly, newswriter for 50 kw midwest station; newscaster, reporter, special events for 36 kw community station; public relations. Excellent references. Pleasant, authoritative voice. College graduate. Married. Box 217a, BROADCASTING.

(Continued on next page)

Situations Wanted (Cont'd)

BARGAIN!

Writer-announcer-newsman desires change. Experienced all phases of radio both network and independent. Competent-congenial-family man — Minimum $4,000.

BOX 206A, BROADCASTING

Program manager in major eastern market seeks new connection. Legitimate reason for change. Two years with present management, fourteen years in radio including four in NY as director of topflite network shows. Thirty-four years old, married, dependable. Thorough knowledge of music. Excellent references. Box 557, BROADCASTING.

Schools

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

STATION MANAGERS!

Need Trained Personnel?

BROADCASTERS!

Want a Refresher Course?

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Want to be a broadcaster?

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Washington 10, D. C

Please send information concerning
☐ Correspondence ☐ Residence Courses.

Name.....

Address.....

City.....State.....

TRAFFIC CONTROL

New System Installed at WALA Mobile

TO PROVIDE a ready reference and control center for the programming of WALA Mobile, Ala., the station has installed a new traffic control board. Through a system of movable cards and colored tabs all essential information is available at a glance.

The chart board in the traffic department gives a weekly index of all scheduled programs as well as showing availabilities.

Called a "Sched-U-Graph," the set-up was designed by Remington Rand.

The board includes 100 pockets arranged in eight rows. The first row at the left carries the time schedule, the other seven rows carry the daily schedules.

Cards are staggered so only the name of the program shows at the top. Vital statistics are carried on the remainder of the card, such information as sponsor, starting and expiration dates.

Four different card colors are used to denote different program classifications. To the left of each

The "Sched-U-Graph" at WALA Mobile.

* * *

card and at the end of a broadcast period, colored signals are used to denote spot availabilities.

Wanted to Buy

WILL BUY

Construction Permit and/or Small Station

Eastern Market preferred

Financially responsible and competent principals

BOX 160a, BROADCASTING

Miscellaneous

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
List With Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

'BE-BOP' ABROAD

Block to Air Show on 'Voice'

SEEKING to improve diplomatic relations among the countries of the world, WNEW New York disc jockey Martin Block is scheduled to beam his *Make Believe Ballroom* to foreign audiences sometime this month. Through the State Department's "Voice of America," the disc jockey ambassador hopes to bring American culture to the far corners of the earth, creating a new world, dedicated to "be-bop" and "schmaltz"—or peace at any price.

Undaunted by the triviality of language barriers, the irrepressible Mr. Block is currently cramming up on a half-dozen or so foreign tongues, including algebra. Aided and abetted by genuine linguists, Mr. Block will do the opening, introduction and sign-off in various languages, spelled phonetically. Program, with comprehensive backgrounds supplied to create foreign understanding of America's Dorsey, Goodman and Lombardo, etc., will follow its domestic format.

PANEL ON BMB

Audience Data Discussed

BMB audience data, their significance and their proper use, were discussed Monday by a six-man panel at a luncheon meeting of the market research group of the New York chapter of American Marketing Assn.

In the absence of Cort Langley, assistant to the president of BMB called out of town on business, the panel discussed BMB's similarities and differences from engineering measurements of station coverage, program rating service, measurements of program popularity and Audit Bureau of Circulation's measurements of the average number of purchasers of newspapers and magazines.

Edward B. MacDonald, chairman of the market research group, presided at the luncheon held at the Sheraton Hotel, New York. Panel members were: J. F. Kurie, ANA vice president; Frank B. Kemp, assistant media director, Compton Adv.; W. H. Mullen, director, Magazine Adv. Bureau; Howard C. Haupt, account executive, ANPA Bureau of Advertising; H. M. Beville Jr., NBC director of research; Paul R. Benson, MBS assistant director of research.

TRANSIT FM

WWDC-FM Reports Sale

MORE THAN 35% of all available time was sold when WWDC-FM Washington began its transit casts, Ben Strouse, general manager of the Capital outlet, revealed last week.

Time was purchased by 14 advertisers, both national and local, when broadcasts to 20 FM-equipped busses of the Capital Transit Co. began Feb. 10, Mr. Strouse said. Seven different agencies placed one account each.

Accelerated installations have been inspired by initial advertiser and listener reaction. One hundred busses will be equipped with receivers by April 1 and 500 vehicles by the end of the year, Mr. Strouse announced. Eventually all of the company's busses and street cars will carry the sets, according to present plans.

The Next

RADIO SALES TRAINING SCHOOL

Columbus, Ohio — Feb. 24 • 25 • 26

Make reservations now.

Statements from last month's school:

"Now I have a definite plan of selling . . ."
Marshall True, Comm. Mgr.
WIBV, Belleville, Ill.

". . . training and inspiration. I recommend it to others."
Paul Bonham, WKBZ,
Muskegon, Mich.

"This school is the best sales training I've ever had . . ."
Harley West, Jr., Comm. Mgr.
WABJ, Adrian, Mich.

"This sales training will improve my sales."
Ed Clinton, WKBZ,
Muskegon, Mich.

Write to **The FRED A. PALMER CO.** Box 108 Worthington, Ohio

Radio Consultants

MANAGEMENT and OPERATION

• **RARE OPPORTUNITY** •

for broadcast equipment sales engineers

Designer and manufacturer of AM and FM broadcast transmitters, audio equipment and accessories of widely recognized superiority has immediate openings for six able, experienced sales engineers to provide intensive coverage of the following territories:

PACIFIC NORTHWEST Washington, Oregon, Idaho

PACIFIC SOUTHWEST California, Nevada, Utah, Arizona. Two men here.

SOUTH CENTRAL Texas, Oklahoma, Arkansas, Louisiana

SOUTH EASTERN Mississippi, Alabama, Georgia, Florida

CENTRAL Michigan, Indiana, Ohio, Kentucky

These openings hold real rewards for ability and hard work. They can only be filled by aggressive sales engineers with a thorough knowledge of broadcast station equipment and its applications, and years of large-scale sales experience in the field. Write us fully about your background, present status and demonstrated earning capacity. A photograph will be helpful. Address BOX 21a, BROADCASTING.

WISCONSIN BILL

Censorship, Says 'Journal'

A BILL to prohibit stations from broadcasting "any story, description or account of deeds of bloodshed, lust or crime, other than as a current news event," was introduced in the Wisconsin state legislature Jan. 21 by Sen. Brown of Oshkosh. The bill (No. 93-S) is a proposed amendment to a present statute relating to obscene language, writings and moving pictures "tending to corrupt morals."

The bill was introduced at request of the Lutheran Ladies Assn. and has been referred to the committee on state and local government. One hearing on the bill has been held and a second one scheduled.

In an editorial in the Feb. 10 issue of the *Milwaukee Journal*, owner of WTMJ WTMJ-FM WTMJ-TV, the bill was classed as one more attempt "to get the legislature into the uncertain field of censorship." "The bill attempts to run around the constitutional guarantees of freedom of speech by exempting news broadcasts," the editorial stated.

"But the dodge surely would be clear to any court. The legislature would seem to be wasting its time if it is seriously considering this measure. In the case of radio, even those police powers that may be exercised are pre-empted by the Federal Communications Commission."

Regarding the effect such a bill would have on Wisconsin radio if it were enacted, the editorial stated:

> At the first hearing at Madison, it was pointed out this would shut the door on the broadcasting of most of Shakespeare's plays. Shakespearean tragedies are full of pretty bloody stuff. Yet every high school student in the state studies one or more of them . . . A great many Bible stories would seem to be tabooed. Many of our best historical dramas would be out the window . . We could not hear the story of the assassination of President Lincoln. Garfield and McKinley.
>
> In fact, what would be left for the Wisconsin radio listener but music? Oh, yes, and the soap operas. Even those might be out, depending on how wide a definition was placed on the word "lust."
>
> . . . The people of Wisconsin surely realize that censorship is a sign not of progress but of decadence. It is a way, not to promote democracy—but to end it.

Radio Ups Savings

FIRST Federal Savings and Loan Assn., Kenmore, N. Y., reports an 80% increase in the number of its Christmas Savings Club accounts as a result of using radio. For several weeks before Christmas the bank used opening and closing commercials on a news roundup three times a week 11:50 a.m.-12 noon on WXRA Kenmore, a 1 kw daytimer on 1080 kc. Number of accounts jumped from 850 to 1,560, Leonard Rautenberg, loan company's president, said.

FIRST Chicago Marine Reserve of the of the Year award goes to Jim Hurlbut (l), WMAQ (NBC) Chicago's reporter - at - large for "outstanding achievements in the field of radio broadcasting." Award, presented by Lt. Col. John M. Bathum, commanding officer of the Marine Reserve's 9th Infantry Division, was made also for Mr. Hurlbut's "development of an unusual form of radio news reporting and exceptionally keen interpretation of local news."

BUSINESS-LABOR

KJR Backs Roundtable

A STEERING committee of seven men, representing management, labor and the public, has been established in the State of Washington to work toward formation of a permanent industrial roundtable group. Periodically the group will meet to consider business and labor problems of the Pacific Northwest.

Plan is an outgrowth of 13-week series, *Out of the Fog*, originated by KJR Seattle and broadcast also on five other stations throughout the state [BROADCASTING, Dec. 27, 1948].

The steering committee will set up a roundtable group of eighteen persons, with six each from labor, management and the general public, and with six alternates for each category. The total group is expected to meet monthly, and to report periodically to the public.

Majority of the labor and management representatives who appeared on *Out of the Fog* when the series was aired from Sept. 9 to Dec. 2, 1948, have been actively working toward continuing the roundtable.

Findings and recommendations will be brought to the listening public through a monthly program to be produced by KJR and broadcast also by KIT Yakima, KGA Spokane, KVAN Vancouver, KWLK Longview and KXRO Aberdeen. The new program is planned for a half hour, but station officials have indicated that if an hour is needed for the monthly report, it will be made available.

WMCT(TV) Memphis has signed for Telenews-INS daily and weekly newsreels, which will be sponsored by local General Electric dealers.

News

JAMES DAY, director of public affairs and education for KNBC and NBC's San Francisco office, is taking a leave of absence from his post for two-year tour of duty with Allied Occupation forces in Japan. He will serve as radio information specialist with Radio Unit of the staff of Supreme Commander of Allies in the Pacific. He will work with 12 other American radio specialists in supervising operation of the two networks of Broadcast Corp. of Japan. **WILLIAM MINETTE**, KNBC staff news writer for past two years, has been promoted to succeed Mr. Day, and **HARVEY SACHS**, formerly news editor of KTIL Tillamook, Ore., has joined KNBC's news staff to replace Mr. Minette.

CLAIR SHADWELL has joined WGTM Wilson, N. C., as farm service director. Mr. Shadwell has served in all phases of radio since 1926, and his most recent post was as farm broadcaster in Columbia, S. C.

Mr. Shadwell

NED RYAN, former news editor of WHEN (TV) Syracuse, N. Y., has been appointed director of special events for the station. Mr. Ryan will also supervise studio announcers and schedule announcer assignments for remote telecasts.

Lanphier Reelected

CHARLES J. LANPHIER was reelected president of Wisconsin Broadcasting System, licensee of WFOX Milwaukee, at the annual stockholders' meeting. Mr. Lanphier is WFOX's manager. Others elected were: Thad Wasielewski, Milwaukee attorney and former Congressman, vice president; Robert Tehan, chairman of Democratic State Committee, treasurer, and Stanley H. Nastal, member of the board of directors and secretary. WFOX is a 250 w daytimer on 860 kc.

JAMES A. McCULLA has joined KMPC Hollywood as news editor. Mr. McCulla was formerly announcer-producer with KSO Des Moines, and before that announcer with WLW Cincinnati. In addition to his duties as news editor, he will do five weekly quarter-hour newscast.

JULIAN PIERCEFIELD has been appointed sports director of WCSI (FM) Columbus, Ind.

HOLMES ALEXANDER, Washington columnist, has joined WFBR Baltimore, where he will conduct a series of news programs with **LOU CORBIN**, WFBR newscaster.

JIM HURLBUT, WMAQ Chicago's reporter-at-large, has been appointed an honorary member of the Chicago Patrolmen's Club and the Chicago Police Sergeant's Assn. in recognition of his efforts "to credit good police work." He has been asked to be guest of honor at the annual banquet of the police sergeants Feb. 23 in the Morrison Hotel.

RUSS PARK, assistant farm program director at WLS Chicago for three years, is retiring to manage a family farm near Mechanicsburg, Ill., where he will raise grain and livestock.

PROBE AUTHORITY

Asked for House IFCC

AUTHORITY for the House Interstate and Foreign Commerce Committee to conduct investigations relating to matters coming within the committee's jurisdiction, is sought in a resolution introduced Feb. 14 by Rep. Robert T. Secrest (D-Ohio).

Purpose of the measure (HRes 100) is to eliminate the necessity of seeking House approval for investigations each time the Committee decides to launch a probe into matters coming within its jurisdiction. The bill has been referred to the House Rules Committee.

Although the strongest reason for introduction of the measure was believed to have been to insure jurisdiction over petroleum matters, the resolution would also cover communications. Rep. Robert Crosser (D-Ohio), chairman of the House Commerce Committee, introduced a similar resolution (HRes 107) Feb. 16.

long established

Western Network Station

One of the oldest western radio facilities located in a most desirable western market.

This is a long established, firmly entrenched property that has a valuable network affiliation. The excellent earnings are impressive and have maintained a consistent growth over a period of years. This station is definitely in the conservative investment category on the basis of its earnings record and low price to earnings ratio. Price $300,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Philip D. Jackson	Ray V. Hamilton
Washington Bldg.	Tower Petroleum Bldg.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

Production

BYRON PAUL, studio and cameraman for the past two years at CBS-TV, has been promoted to the network's program department as a director, effective Feb. 20. Mr. Paul was also a CBS-TV laboratory technician for two years.

PAUL KNIGHT, formerly with WMAR-TV Baltimore as producer-director assigned to its mobile unit, has joined KFI-TV Los Angeles as director of remote programming. He replaces **ROBERT LIVINGSTONE**, recently appointed producer - director on station's studio production staff.

Mr. Knight

ZENAS SEARS, Atlanta disc jockey, has joined WGST Atlanta, as featured disc m. c.

HUGO DI SILVA, formerly with WLW Cincinnati, has joined announcing staff of KXXX Colby, Kan.

PAUL C. LOUTHER has been appointed program director of WVET Rochester, N. Y.

KATHRYN BRADY, formerly of the WLS Chicago school time and education department, succeeds **JOHN DRAKE** as continuity chief. Mr. Drake, new promotion department assistant, replaces **WARREN MIDDLETON**, who joins KMOX St. Louis.

JACK LAZARE, formerly on announcing staffs of WQXR and WNYC New York, has joined WOR New York, as announcer-producer. Mr. Lazare is currently announcing for "Voice of America," and expects to continue these duties along with his WOR assignments.

NORMAN BARRY, NBC Chicago commentator, has been awarded first place among the network's announcers in annual H. P. Davis Memorial Award competition. Mr. Barry was cited for his work on *R.F.D. America* and for an ad lib commentary during a cow-milking contest on the program recently.

WILLIAM T. JOHNSON, ABC producer, replaced **TED TOLL** as producer of ABC *Starring Kay Star*. Mr. Toll is devoting full time to production of ABC *Kay Kyser Show*.

MIKE FIDLER has joined KBOW Butte, Mont., as chief announcer. He is a former actor and writer.

MARY HARTLINE, band leader on ABC-TV's *Super Circus* televised from Chicago, has been chosen "Miss Television of 1949" by Phi Gamma Delta fraternity at the U. of Michigan.

BOB HOPE has been appointed honorary radio chairman for the 16th annual Easter Seal Campaign to be conducted by the National Society for Crippled Children and Adults from St. Patrick's Day to Easter Sunday.

GEORGE HALL, formerly of CKGB Timmins, Ont., has joined announcing staff of CFCH North Bay, Ont.

ESTHER HOTTON, formerly with WKOW Madison, Wis., has been appointed women's director for WEXT Milwaukee.

BILL BAILEY has resigned from WOWO Ft. Wayne, Ind., to join WLS Chicago's announcing staff. Mr. Bailey is known to midwest audiences for his work in the transcribed *Practical Land Use* series sponsored by Keystone Wire & Steel Corp.

BOB MOON, m.c. on Don Lee *Ladies First*, temporarily replaces **RICHARD WEBB** on KTSL (TV) Los Angeles weekly *Richard Webb's Hobby Shop*. Mr. Webb left to take leading role in forthcoming play "Elgie's Woman."

ART LINKLETTER, m.c. of ABC *G.E. House Party*, has started "How We Met" department in *True Love and Romance* magazine adapted from the feature on his radio program.

BILL EDWARDSEN has joined the announcing staff at WNLK Norwalk, Conn.

WALT TURNER, formerly with WWVA Wheeling, W. Va., has joined announcing staff of WABB, AM and FM, Mobile, Ala.

JESSE FRENCH has been appointed program director of CKGB Timmins, Ont., moving from CFCH North Bay, Ont.

JACK POLLIE, program director of CKWS Kingston, Ont., was elected to the vocational committee of the Kingston Board of Education.

GORDON WILLIAMSON, producer-director at WTTG (TV) Washington, and Joanne Wright have announced their marriage.

LEE FENECY and **RUTH BRADLEY** have joined program department of WOW Omaha, Neb.

NORAH ADAMSON, WBZ-TV Boston film editor, and Frederick W. Yardley, have announced their marriage.

JIMMY O'HANLON, writer of MBS *George O'Hanlon Show*, is the father of a boy, Tarrance.

JIM BUTLER, program director at WVLN Olney, Ill., and Joan Allie have anounced their engagement.

'Commercial' Sermon

SOME improvements, like public address systems in churches, have a way of sneaking up on people. At least parishioners of Fort Wayne's First Presbyterian Church think so. The church installed a new public address system and, to overcome distortion, placed 20 speakers beneath pews. When Rev. Edward Coller mounted the pulpit, speaker volume was turned up and a musical serenade permeated the pews. Listeners, who may have ascribed it to church improvements or a new kind of FM, were soon set straight. Midway through the sermon, news bulletins and a commercial followed. But the pastor continued, unaware he was competing with a WANE Sunday broadcast. System was picking up and amplifying WANE's signal—because of a technical fluke and lack of an arrester device.

CANADIAN RADIO manufacturers plan to produce 12,700 television receivers this year, according to M. Brownlee, executive secretary of the Canadian Radio Manufacturers Assn., Toronto.

TV IN COLLEGES

Poole Cites Its Potential

TELEVISION'S potential for colleges is discussed by Dr. Lynn D. Poole, director of public relations at the Johns Hopkins U., Baltimore, in the January issue of *College Public Relations*, monthly publication of the American College Public Relations Assn.

". . . as public relations directors," says Dr. Poole, "we must examine this new medium and be ready to become an integral part of it." And he tells why: "Because already television has millions of devotees, has proved itself to be a powerful means for transmission of information, a dramatic vehicle for moulding public opinion—and it can be a vital instrument in expanding culture and general education."

Television is a medium through which every type of college activity can be illustrated, Dr. Poole points out. He tells his public relations colleagues that "whether we have a local television station already in operation, or whether the nearest station is 500 miles away, it behooves each of us to think seriously on what the program possibilities are for us in our public relations activities."

Dr. Poole's article, entitled "Television—The New Challenge," also summarizes television activities at Johns Hopkins to date. Cover layout of the magazine presents five pictures illustrating these activities.

'Julius Caesar'

NBC will telecast the entire production of Shakespeare's "Julius Caesar" Sunday, April 3, through facilities of WNBW (TV) Washington. Socony-Vacuum Oil Co., New York, will sponsor the show that is to be carried by coaxial cable to the 14 interconnected cities. Production will be staged in authentic Elizabethan style by the Masquers of Amherst College performing in the playhouse of the Folger Shakespeare Memorial Library.

We Cordially Invite . . . YOUR INQUIRY
about an exceptional station promotion . . . . without obligation.
Write, wire or phone for details
Many Stations Attest to the Effectiveness of our Plan
RADIO TELEVISION PUBLICITY CORPORATION
EXECUTIVE OFFICES: 159 EAST CHICAGO AVENUE • CHICAGO 11, ILLINOIS
Member National Association of Broadcasters

MOBILIZATION

Standby Plan Studied

TENTATIVE proposals for development of a stand-by mobilization plan for the communications industry were discussed Friday at a meeting of an industry advisory committee assisting the National Security Resources Board.

The communications advisory committee meeting was the first in a series of conferences between government officials and industry advisory committees.

R. A. Lumpkin, president of the Illinois Consolidated Telegraph Co., was slated to present the report of the informal task group assigned to make a preliminary study of means to mobilize the communications industry in the event of a national emergency. Recommendations for formal plans to submit to NSRB were also anticipated, in addition to appointment of similar task groups to consider phases of the industry's capacities and formulation of reporting and appeals forms for use in an emergency.

The agenda included reports from industry representatives on four main subjects: (1) World War II—the situation at the beginning and wartime events; (2) situation at the end of World War II; (3) postwar events and present situation, and (4) outlook for the future—war or peace.

Leighton H. Peebles, assistant director of NSRB's Office of Production and expert in communications mobilization planning, presided over the session.

Among the government officials invited to attend were Wayne Coy, FCC chairman; Rear Adm. Earl E. Stone, chief of naval communications; Maj. Gen. Francis L. Ankenbrandt, director of U. S. Air Force communications; Maj. Gen. S. B. Akin, Chief Signal Officer, U. S. Army; Commdr. W. H. Kreamer, USN, of the Joint Communications and Electronics Committee, and a representative of the Dept. of State.

Advisory committee members, all from telephone or telegraph companies, include H. T. Killingsworth, general manager of AT&T's long lines department, and K. S. McHugh, vice president of AT&T.

CONTRACT COSTS

Munitions Board Revises

REGULATIONS covering contract cost principles in the Armed Services Procurement Regulation have been tightened through revisions developed by the Army, Navy and Air Force in cooperation with the Munitions Board.

Section 15 of the regulation, dealing with types of allowable costs in supply and research contracts with commercial organizations, research contracts with non-profit institutions and construction contracts, has been revised.

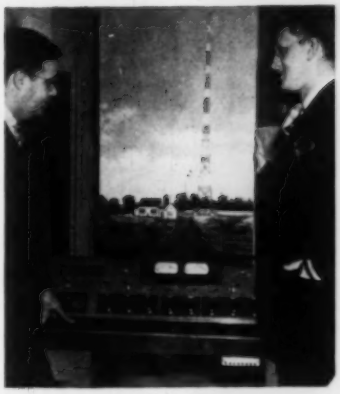
Portions of the section pertaining to the allowability of advertising costs have been modified to permit advertising in trade and technical journals only under supply and research contracts with commercial organizations, provided that it does not offer specific products for sale.

Advertising must be placed for the purpose of offering financial support to journals which are valuable for the dissemination of technical information within the contractor's industry, the national military establishment announced.

The effective date of the section was changed from Feb. 1, 1949 to March 1, 1949. Charity and community benefit donations are not now allowable as contract costs. The changes were in addition to those previously made in Section 15 [BROADCASTING, Dec. 20, 1948].

E. Rawls Hampton

EDWIN RAWLS HAMPTON, 65, a member of the WFAS White Plains, N. Y., staff, died Feb. 7 in an upstate New York hospital. Mr. Hampton entered radio in the mid-twenties after a stage career. He was born in Marshalville, Ga., on Aug. 20, 1883. Burial was in the family plot at Gainesville, Fla.



VIEWING oil painting of WFAS WFAS-FM White Plains, N. Y., transmitter plant by Julius Geilenkirchen (r), engineer at the stations, is Frank A. Seitz, WFAS WFAS-FM managing director. Mr. Geilenkirchen, who took up painting while in a Veterans Administration hospital last summer fighting a "bug" he brought back from three years' Army service in the Pacific, is now working on an interior of the transmitter house.

A. U. COURSE

Limited to Professionals

WORKINGMAN's workshop in television production is now being held by WMAL-TV Washington and the American U. there. The limited class of 20 pupils is confined to professionals in radio and allied fields.

Started Jan. 15, the workshop is being held Saturday afternoons for 15 weeks in the studios of WMAL-TV with Arthur Weld, WMAL-TV production manager, as instructor. It provides practical experience in television techniques through actual participation in various types of productions and programs.

Emphasis is being placed upon use of TV in adult education, public service and government information. Observation of transmitter, remote pickup and mobile operations is also included.

Among those enrolled are:

Larry Beckerman, WTOP Washington producer-director; William Bailey, Navy Dept.; Gertrude Broderick, radio education specialist, U. S. Office of Education; Charles Batson, NAB Television Report director; Herrin Culver, head of visual information section, Soil Conservation Service, Agriculture Dept.; Franklin Fitzgerald, assistant to Mr. Culver; Larry Frommer, WTOP production manager; Verne Hansen, WTOP announcer.

Elinor Lee, WTOP director of women's activities; Lansing Lindquist, program director of WOL Washington; Hazel Markel, WTOP public relatio ns director; Tom Noone, television information specialist, Agriculture Dept.; Dana Reynolds, head of radio service, Agriculture Dept.; Ben Rogers, Veterans Administration television producer.

Ed Scoville, WTOP director of special events; Hernandao Silva, VA television and radio information specialist; Maynard Speece, television researcher, Agriculture Dept.; Mary Taylor, director, division of reports, Children's Bureau, Labor Dept.; Julia Warner, WINX Washington producer; Lynn Wilson, WINX writer-producer; Bill Wood, radio liaison officer, State Dept.

FILMS FOR VIDEO

Released by United World

UNITED WORLD FILMS is releasing films for video on a regular monthly schedule, its television department has announced. Films, most of them never before offered to video stations, are made available to TV stations at specified rental terms and under an agreement permitting stations to purchase as many programs as desired.

Lewis Blumberg, sales manager of United World's television department, said the first six months' program will include the following:

Children's features, 13 films of 20 to 60 minutes each, made for J. Arthur Rank's children's film programs; two series, five and six reels each; 13 "Stranger than Fiction" episodes; a sports package of 11 to 13 reels featuring Babe Ruth and other sports personalities; series of British "Secrets of Life" films on animal and plant life interspersed with humorous narration; "Atomic Physics" presented in four parts and featuring such leading scientists as Albert Einstein; the Julian Huxley science series on biology; two series of travel films and a football series to be utilized by stations on sponsored football programs for showing during half-time intermission.

KNAK to 1 kw

A POWER increase to 1 kw has been announced by KNAK Salt Lake City, Utah. The station moved Feb. 12 to 1280 kc when the power change took place. Non-directional for daytime operation, the station uses 500 w directional at night. Operation formerly was on 1400 kc with 250 w.

The Swing is to WHB in Kansas City
10,000 WATTS IN KANSAS CITY
WHB AM FM
Represented by JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

We Like Meadville—

It's a great little community . . . chock-full of prosperous farm families that count on WMGW for good music . . . farm and market reports and up to the minute news. When you broadcast your advertising message over WMGW you are assured not only of a listening audience but a buying audience! WMGW spent advertising dollars always result in direct sales gains for you. For further information contact . . .

WMGW
or
Robt. Meeker Assoc.
521 Fifth Ave.
N. Y. C.

Technical

HARRIET GEORGE has been promoted to position of daytime technical director at WAAM (TV) Baltimore. Miss George continues her duties as assistant to HERB CAHAN, operations manager, in addition to her new post.

PRECISION APPARATUS Co., Elmhurst, L. I., N. Y., has announced new wide-range sweep signal generator, known as Series E-400, which offers wide and narrow band sweep selection for positive FM and TV alignment and service.

HAROLD L. POWELL, engineer on ABC *Zeke Manners* and *Bride and Groom* show, is the father of a girl.

GENERAL ELECTRIC Co., Schenectady, N. Y., has announced production of an improved vacuum-tube voltmeter for measuring voltage in electronic and other low-energy circuits where minimum current drain is desirable. Designated as type AA-1, new instrument has a calibrated range of 0.001 volt to 300 volts at all frequencies from 10 cycles to 1.5 megacycles. It also is graduated in decibels, covering range of −52 to +52 decibels from a reference level of 1 milliwatt at 600 ohms. A ten-position push-button switch permits any working range to be selected instantly without passing through intermediate ranges.

A 1 1/2 BILLION DOLLAR MARKET

spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

KWFT

THE TEXAS-OKLAHOMA STATION

Wichita Falls-5,000 Watts-620 KC-CBS

Represented by Paul H. Raymer Co., and KWFT, 801 Tower Petroleum Bldg., Dallas

VIDEO KNOW-HOW

New Ideas Needed, Says Hutchinson

TELEVISION programs won't improve until television executives know what they are doing, according to Thomas H. Hutchinson, technical director of television, School of Radio Technique, and author of *Here Is Television*. Mr. Hutchinson last Tuesday addressed the luncheon meeting of the Advertising Women of New York at the Hotel Astor.

"Too many dramatic programs are drawing from the same sources, namely, successful stage plays," said Mr. Hutchinson, "and sponsors are busily vying with each other to obtain the same programs." As a result, he noted, comedians, for instance, "play switch," being seen on one sponsor's show one week, and on another's the following week.

"Television needs new ideas and new talent," he said, "and it's not necessary to have big names and unlimited budgets to succeed in the new field."

Richard Hodgeson, Paramount Picture's technical director of television, outlined the four-faceted video program engaged in by motion pictures as: Films for television, television broadcasting, bringing television into the theatre for large screens, and using television as an advertising medium to promote motion pictures.

Video Effectiveness

Predicting a minimum of 115 television stations by 1950, J. T. Baral Jr., merchandise manager of Philco Corp., Philadelphia, television division, proclaimed video advertising ten times as effective as radio advertising. He also pointed out, that in preparation for the still further growth of video, Philco had trained "more servicemen than all other manufacturers put together."

About color television, Mr. Baral said, "On the basis of the highest technical information, I predict that it will take three or four years to develop tubes with sufficient power, and transmitters to carry that power, to perfect color television."

George Moskovics, CBS-TV director of sales development, told the ad women that while equipment for television broadcast was pretty much the same, and that technical perfection was within reach of all, excellence in programming was the most important goal for which to strive in selling merchandise via video.

RCA CONSOLE

Has Centralized Features

A. R. HOPKINS, manager of RCA Broadcast Equipment Sales, has announced development of a universal transmitter control console, capable of providing centralized control of all mixing and primary switching operations for AM, FM, and television transmitters.

Up to nine different types of "blocks" or sections may be bolted together in various combinations to form a console capable of satisfying the requirements of one or more transmitters of any type. The basic unit of the console consists of an audio control turret and an r-f control turret mounted on two desk-type sections with removable end pieces.

Other available units are a 90-degree desk section, a television control console, a complete turret with blank panel, and a 45-degree wing turret with blank panel.

The audio turret of the FM console contains all mixing and switching facilities for up to six inputs, a seven-position selector switch for monitoring all important circuits, and individual bridging pads for equalizing the level of the various signal sources.

HIGHWAY WARNING

System Planned in Nebraska

NEBRASKA stations have started action to set up a unified, efficient and fast highway reporting system for use by all stations in the state. Soren Munkhof, news director at WOW Omaha, suggested the plan at a meeting of Nebraska Associated Press radio stations in North Platte. He reported on a similar operation set up in Iowa through the cooperations of the news editors association, state highway department, state patrol and weather bureau.

The project will be handled by a committtee composed of William Newens, KOIL Omaha manager, chairman; Mr. Munkhof; Harry Peck, KFOR Lincoln manager; Bud Neble, KFAB Omaha news director, and Ed Makiesky, bureau manager of AP in Omaha. The committee is to meet with representatives of the Nebraska highway commission and safety patrol and representatives of the U. S. Weather Bureau stations located at Omaha and Lincoln.

UN TOMB URGED

Smith's Idea Considered

SUGGESTION for the creation of a United Nations Unknown Soldier's Tomb was submitted to Trygve Lie, UN secretary-general late last month by Arthur J. Smith, manager of WNAX Sioux City-Yankton, S. D.

A United Press release Feb. 8 reports, according to Mr. Smith, that Mr. Lie has sent the proposal to Wallace Harrison, UN New York architect supervising construction of the UN permanent capital. Mr. Lie has received scores of suggestions, the UP report stated, "but this one, a high UN official said, has impressed UN officials more than others."

Mr. Smith sent a detailed outline of his proposal to Mr. Lie, suggesting that the tomb "should be strategically located so that all delegates and representatives of the nations assembled would consistently pass the hallowed shrine." In selecting the body to be honored, Mr. Smith proposed that unidentified bodies from the theatres of the war should be assembled and one selected by secret lot. He concluded "I feel that the undying symbol created by the United Nations Unknown Soldier's Tomb would be worth any problems that occurred in establishing it."

Turntable

CHARLES MICHELSON Inc., New York, has announced that during week ending Feb. 11, six new markets had contracted for its *Blackstone, The Magic Detective*, quarter-hour transcribed series. New stations are: WHTB Talladega, Ala.; WRBC Jackson, Miss.; WWRL Woodside, L. I. N. Y.; WHAL Shelbyville, Tenn.; WHLF South Boston, Va., and WNBF Binghamton, N. Y.

FREDERIC W. ZIV Co., Cincinnati, has announced that KRKO Everett, Wash., has contracted for six of its transcribed shows. Also announced was KOMO Seattle's purchase of the *Wayne King Show*. All contracts are for 52 weeks.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Johnstone-Montei

I COULDN'T STAY AWAY FROM YOU

On Records: Frankie Carle—Col. 38354; Ella Fitzgerald—Dec. 24562; Bob Chester—Collegiate.*

On Transcriptions: Men of Manhattan—NBC Thesaurus; Rene Durant—Standard; Russ Morgan—World; Buddy Weed—Associated; Jan Garber—Capitol; Dean Hudson—Lang-Worth.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

Plaque which Alfred P. Sloan winners will receive in April.

* * *

SLOAN AWARDS
Board Picks 10 March 29

RECIPIENTS of ten Alfred P. Sloan radio awards for outstanding public service in the field of highway safety will be chosen at a meeting of the board of judges in Washington, D. C. March 29. The 1948 awards are open to regional, local and clear channel stations, and national and regional networks.

Decorative bronze plaques will be presented some time in April by Alfred P. Sloan Jr., chairman of the Sloan Foundation and chairman of the board of General Motors Corp. The ceremonies will be aired on a nation-wide network. Board of judges includes Kenneth G. Bartlett, radio department head, Syracuse U.; Ned H. Dearborn, president, National Safety Council, and others.

Closing date for entries is March 1. All types of commercial and sustaining programs promoting traffic safety are eligible. Networks and stations should submit entries direct to Automotive Safety Foundation, 700 Hill Bldg., Washington 6 D. C., which is administering the radio award program. Entries in the form of statements should include program description, presentation method, and ascertainable results.

LIONEL HAMPTON made his television debut last month over WAVE-TV Louisville, Ky. Mr. Hampton and his orchestra debuted on station's *Club Ebony*.

WILLIAM KOSTKA has resigned as director of information for United States Brewers Foundation and will open public relations office in Denver early in March. He formerly was publicity director of NBC, vice president of Institute of Public Relations and managing editor of *Look* magazine.

EDWARD (Bill) REICHE, for the past three years eastern editor of *Popular Mechanics* magazine, has joined the department of information staff at RCA, New York.

BMI CANADA Ltd., Toronto, is expanding its operations, and has opened an office at Montreal primarily to cater to the Franch-language field. Office is at 1502 St. Catherine St. West, with **MARGUERIE JACQUES** as office manager, and **CLYDE MOON** in charge of radio liaison.

ELBERT HALING, former publicity-continuity-director of WBAP-WFAA Fort Worth-Dallas, has been appointed continuity director of the Institute of Radio Broadcasting, Dallas.

Equipment

WILLIAM W. BOYNE has been elected vice president of Zenith Radio Corp. of New York.

ROGER M. WISE, authority on electron tubes, and his group of tube engineers are joining technical staff of Philco Corp., Philadelphia. **WILLIAM BALDERSTON**, president, made the announcement for Philco, which is acquiring the assets of Roger M. Wise Inc.

MOTOROLA Inc., Chicago radio and television equipment manufacturer, has announced the appointment of **A. C. SAYLAND** as chief engineer of Motorola Consulting Service, with headquarters in Washington, D. C. Mr. Sayland, formerly with Federal Television and Radio Corp, will handle FCC licensing procedures, assisting in filing of applications for CP's and licenses by Motorola customers, and dealing with problems of frequency allocation from engineering viewpoint.

G. W. DeSOUSA has been appointed staff assistant to **J. M. LANG**, division manager of the General Electric Co.'s tube division at Schenectady, N. Y. Other new GE appointments include: **O. K. LINDLEY** as assistant sales manager, communications products, for the specialty division at Electronics Park, Syracuse, N. Y., and **GRADY L. ROARK** as New York district manager for the company's electronics department.

Allied Arts

GENERAL ELECTRIC Co., Special Products Division, Schenectady, N. Y., has announced production of a new model wide range power supply apparatus which features a continuously variable voltage output from 500 to 50,000 volts. Apparatus is designed for laboratory applications where a variable voltage at low current is required.

CHARLES P. BAXTER, formerly controller of the department, has been appointed to newly created post of assistant general manager of the RCA-Victor home instrument department, according to **HENRY G. BAKER**, general manager. Mr. Baxter will assist Mr. Baker in the administration of sales, engineering, design, purchasing and manufacturing operations, including factories in Camden, N. J.; Pulaski, Va.; Bloomington, Monticello and Indianapolis, Ind. **GEORGE K. BRYANT**, formerly general plant accountant for the department, will succeed Mr. Baxter as controller.

Television

SAM E. HUNSAKER, former radio writer for N. W. Ayer & Son and originator of the George Gallup show on CBS-TV last autumn, has joined newly formed TELEscoops, New York, producer of television packages.

RENZO CESANA has joined **JOHN MASTERSON**. **JOHN REDDY**, and **JOHN NELSON**, producers of ABC *Bride and Groom*, as head of new television production department. Mr. Cesana was formerly producer of ABC *Ladies Be Seated* and operator of his own Hollywood agency.

VAN CAR PRODUCTIONS, subsidiary television package organization of Van Diver & Carlyle, New York advertising agency, has purchased exclusive video rights to *Friar's Frolics*, weekly one-hour variety show created by the Friar's Club. The revue features stars of movies, radio, Broadway and opera working with directors, writers and production men. Show is said to be drawing interested glances from several heavy advertisers, and early sponsorship is expected. The Friar's sold rights to their *Frolics* to help raise funds with which to build an anticipated new clubhouse.

TELESPOTS Inc., New York, has announced sale of one of its series of 13 open-end, one-minute spot television filmed commercials. Series, *Better Living*, featuring household decoration hints, is one of five such filmed groups produced by Telespots for regional sponsorship by local advertisers. *Better Living* was purchased by Seven Santini Brothers (moving and storage), New York, who also purchased time for the programs on WPIX New York. Sale of film was completed on rental agreement covering 35% of the time charges for a 13-week period. Contract to produce sponsor's copy bracketing open-end spots was also awarded to Telespots.

WALTER WHITE Jr., President of Commodore Productions & Artists Inc., Los Angeles, and **SHIRLEY THOMAS**, vice president of firm, will be married tomorrow (Feb. 22) in Hollywood.

DON McNAMARA, television director of Telefilm Inc., Hollywood, is confined to his home with broken right leg suffered recently when skiing at Yosemite Valley, Calif.

TAX REPEAL
Asked on Line Facilities

TWO MORE bills to repeal the wartime taxes on telegraph, telephone, radio and cable facilities were introduced last week in the House of Representatives.

Both measures, HR 2657 by Rep. Mike Mansfield (D-Mont.), and HR 2651 by Rep. Edgar A. Jonas (R-Ill.), also proposed the repeal of excise taxes on various other articles. The measures have been referred, as in the case of similar bills previously introduced, to the House Ways and Means Committee.

*Returning to the Network**

WLS NATIONAL BARN DANCE

*ABC, 9:00 TO 9.30 P.M. C.S.T. SATURDAYS FOR PHILLIPS PETROLEUM COMPANY

WLS CHICAGO 7 The PRAIRIE FARMER STATION

Represented by JOHN BLAIR & CO.

50,000 Watts — ABC Affiliate

Mrs. Margaret Hart Nelson
Olian Advertising Company
St. Louis, Missouri.

Dear Maggie:

"My stars" said Uncle bathless alay. "Hit's gettin' t'be so's a man ain't got no reason a'tall fer not bathin'. Walkin' down th' street t'other day when one o' them WCHS fellers pops out, sez "Whatcher-name-e" an' hands me a box o' SURF. I put some in th' rain barr'l an fer I know'd it t' wuz standin' knee deep in suds. First time I took a bath since I wuz caught out in th' rain 17 years ago Groun' hawg day. Mighty fine stuff that SURF. Mighty fine promotion —I sez — a real WCHS job, — as always.

Yrs.

Alay.

WCHS

Charleston, W. Va.

Promotion

A CERTIFICATE of membership in its "Pioneer Television Club" is KPIX (TV) San Francisco's acknowledgement for its listeners' cooperation in sending in reception reports. Within the dotted line cut-out area of the wallet-size souvenir card, the name of the person sending in a reception report was hand-written, bestowing membership in the club. To further personalize the acknowledgements, the mailings were addressed in long hand.

'Granny Be-Bop'

TOM MOORE, emcee of ABC's *Ladies Be Seated* (five-a-week, 2 to 2:30 p.m. CST) began a nation-wide search last week for the "Granny Be-Bop" queen. Three singing grandmothers compete daily, and each Friday the week's winners challenge each other for a weekly title. During the week of March 14, the five weekly winners will compete for the grand title. Sponsors of the variety show are the Quaker Oats Co. and the Toni Co.

It's a World in Itself

"THE MID-AMERICA market served by 50,000-watt KMOX (St. Louis) is a world in itself. And not a small one at that!" That is the introduction to KMOX's latest promotion piece featuring area maps which show coverage, products, markets all done with green, white and black illustrations. The text of the booklet also includes facts and figures pertinent to the illustrations.

Public Service Report

WTAR Norfolk, Va., has distributed its "1948 Annual Public Service Report." Report lists all announcements and programs which the station had devoted to civic, religious, educational, local and national drives which were in the public interest. It gives a total of 7,976 announcements and 4,217 programs, a total of 1,128½ hours of time for 1948.

CPN Booklet Issued

COLUMBIA PACIFIC NETWORK has distributed a booklet outlining the whys and wherefores of radio on the Pacific Coast. Information includes network's coverage area; its programming; news services; its program promotion and its music service.

Additional Information

BECAUSE 6,450 people in WNAC-TV Boston's televiewing area desired additional advance information as to program schedules, the station is now distributing weekly program schedules. The offer of schedules was made only on WNAC-TV. In a promotion release the station broke down the requests as follows: 5,729 from Massachusetts; 7 from Connecticut; 11 from Maine; 324 from New Hampshire, and 382 from Rhode Island. Also included in the release was a map of the area, and a sample program schedule.

WAIST-deep in a kangaroo's fan mail is pretty Kay Blossom, WFAA Dallas staffer. Object of all 14,000 letters is a new kangaroo character on station's *Daddy Ringtail* children's show about "humanized" monkeys. Young letter writers are sending in names for the kangaroo. Prize to the winner is a new bicycle.

Personnel

FRANK MURPHY has been appointed guest relations manager at ABC's Central Division, replacing **HENRY SCHAEFER** who is now night service manager in Chicago.

HOWARD C. CLARK, former sales and promotion representative for M. W. Houck & Brother, New York food brokers, has joined WOR New York as an assistant to **JOSEPH CREAMER**, director of advertising and promotion.

ROBERT J. JOHNSTON, formerly salesman on CKLW Windsor-Detroit, has been appointed promotion manager of the station.

DICK KOSTER has resigned as publicity director of WFIL and WFIL-TV Philadelphia to take over as director of public relations for the Federation for Railway Progress in Washington.

RALPH GENTLES, KXOK St. Louis, public relations department, is the father of a boy, Robert James.

WANDER CASE

FTC Hears More Testimony

FURTHER testimony was placed before the Federal Trade Commission in support of the government's complaint charging Wander Co. with dissemination of false advertisements (including radio) on behalf of its product, Ovaltine. The hearing was continued to March 1 at Durham, N. C.

Testimony before FTC Trial Examiner Abner E. Lipscomb began last Monday and was taken over a four-day period. It dealt with the scientific issues involved, generally relating to the therapeutic qualities claimed by Wander Co. for its product. Three doctors testified: Dr. E. C. Albritton, head of the physiological and biological department, George Washington U's Medical School; Dr. E. N. Nelson, head of the vitamin division, Food and Drug Administration, and Dr. C. R. Hardman, Washington practitioner, also associated with George Washington U.

All offered opinions tending to discredit Wander's claims and support the allegations of R. P. Bellinger, government attorney.

REALM PRODUCTIONS

Incorporates in S. F.

FORMAL articles of incorporation indicating a capitalization of $50,000 have been filed in Sacramento by Realm Television Productions Inc., with Stanley Rubin as president.

Other officers are Louis Lantz and Sobey Martin, vice presidents; Norman Elzer, treasurer, and Morris Coppersmith, secretary and general counsel. Realm is co-producer, with Marshall Grant Productions, of the series of American Tobacco Co. films to be titled *Your Show Time*.

First 26 films are in current production at Hal Roach studios, with Messrs. Rubin and Lantz serving as producer-writer and Mr. Martin sharing producer-director assignments with Charles Haas of Marshall Grant Productions. Mr. Elzer represents both companies as general manager.

WPOR GETS IN

How? Just Ask Mr. Citrin

WPOR Portland, Me., already has won a reputation for making its listening area "WPOR-conscious," and Murray M. Citrin, Hotel Wadsworth, Portland, thinks he knows one of the reasons.

In a letter to Murray Carpenter, WPOR manager, Mr. Citrin wrote:

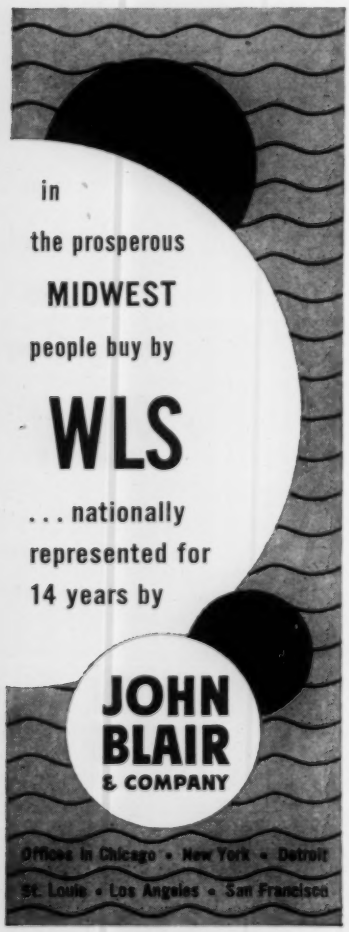
"Yesterday I took a new spool of recording wire, inserted it into my Webster wire recorder and proceeded to make a recording of the children talking and playing. After about 15 minutes of recording, I rewound the spool and started to play back the recording. My eyes popped out of my head when I heard the deep-throated tones of an organ accompanying the jabbering of my children's voices! This lasted for several minutes, and then I heard . . . 'This is WPOR, Portland's favorite station.'"

Dumfounded over how WPOR "was able to come into my house uninvited," Mr. Citrin decided to call the station. He relates that an engineer at WPOR's transmitter "explained to me that a small particle of dust evidently became lodged somewhere in the set, probably in the magnetic recording head, and was acting exactly like one of the old-time crystal sets, by picking up your [WPOR's] broadcasts so that they were being recorded on the wire."

"Isn't it amazing," says Mr. Citrin, "the way WPOR manages to get into people's homes?"

Educational FM

AGREEMENT between KMUS-FM Muskogee, Okla., and KWGS Tulsa, U. of Tulsa station, has been completed whereby KMUS-FM will carry the university's *Schoolroom of the Air* features. Through the broadcasts, listeners who are enrolled in certain subjects may receive full university credit. Facilities of KMUS (AM) are being used to publicize the KMUS-FM feature, according to Virgil Evans, manager of both stations. The FM outlet has just started program tests with new power of 10 kw.



FMA SESSION

Speakers, Agenda Given

PARTIAL list of speakers and subjects for FM Assn.'s Time Sales Clinic in New York April 1 was announced last week by FMA President William E. Ware. The clinic will be held at the Hotel Commodore.

Generally titled "What's What in FM," the one-day session will cover such subjects as listener characteristics and growth of FM audience; case history report on programming from individual FM station operators, and sales results of special cooperative campaigns with dealers, manufacturers and advertisers.

Everett Dillard, president of Continental FM Network and WASH (FM) Washington, D. C., will analyze lastest available figures on set production and estimated total number of receivers in use. A report on the current nation-wide, dealer-station set merchandising program will be delivered by Ted Leitzell, public relations director, Zenith Radio Corp., Chicago.

Programming-sales techniques—what advertisers can expect from FM stations and FM's role in advertising market plans—will be discussed by Herbert Georges, vice president and general manager of WHEB-W F M I-FM Portsmouth, N. H. Other speakers and subjects will be announced at a later date, FMA said.

Purpose of the meeting is "to bring advertisers, agency people, broadcasters, set dealers and other interested parties up to date on the progress of FM," according to Mr. Ware.

WOIC Daytime TV

WOIC (TV) Washington will start daytime programming today (Feb. 21), inaugurating three daily CBS TV programs from 12:45 to 2 p.m. Station is second in D. C. to enter TV daytime field in the past five weeks. Additions include network's *Warren Hull Show*, *Vanity Fair* and film shorts. In addition WOIC will carry *Earth We Live By*, a CBS TV film agricultural program.

STATION, sponsor and agency representatives complete arrangements for the big television contract for Gimbel Bros., Philadelphia. Store will sponsor *Gimbel's Television Breakfast Carnival* 10-11 a.m. (EST), Mon.-Sat. (excluding Wed.), on WFIL-TV Philadelphia Feb. 28-March 26. Details are discussed by (l to r) Kenneth W. Stowman, television sales manager of WFIL-TV; David Arons, publicity director, Gimbel's; Howard Enders, manager, Robert J. Enders Advertising's Philadelphia office, and Donald S. Kellett, WFIL-TV administrative assistant in charge of television.

STANDARD BRANDS

Appoints Compton Adv.

STANDARD BRANDS, New York, has appointed Compton Adv., New York, to handle the advertising campaign for its Tender Leaf Tea, Tender Leaf Tea Balls and Instant Leaf Tea, effective April 15. The billing of the account is said to be approximately $1½ million.

Standard Brands had been handled by J. Walter Thompson Co. for the past 15 years. The agency, however, will retain the Fleischman's Yeast and Chase & Sanborn products of the company.

Standard Brands has used radio consistently for the last decade but dropped two of its network shows last year, Fred Allen now sponsored by Ford, and Edgar Bergen. Its third network show, *One Man's Family* on NBC, which has been sponsored by the firm for the past ten years, was also dropped this month. The advertiser was one of the first to use an hour-long show on television when it sponsored *The Hour Glass* on NBC-TV last season.

Future radio and television plans have not been revealed as yet by Compton.

EFFECTIVE NEWS

Henle Presents Views

EFFECTIVE presentation of news on television is still something to shoot for, according to Ray Henle, editor-in-chief of *Sunoco 3-Star Extra* (NBC, Mon.-Fri., 6:45 p.m., EST). Mr. Henle presented his views on television news during a discussion of the effect of television on standard radio news broadcasting at a meeting of the National League of American Pen Women in Washington Feb. 6.

Mr. Henle said: "None of the straight news programs now on TV have come up with the answer to the need for a well balanced presentation of pictures and voice. People will not indefinitely look at a man who for 15 minutes merely reads a radio script; nor will crude still pictures and unrelated news shots fill the bill. . . . TV will have to provide the means of making news live. So far no one has come up with the right answer." In radio and TV, said Mr. Henle, "trained newsmen who know what news is and who know how to measure the important from the unimportant and the interesting and entertaining from the drab and colorless will find that their superior judgment and experience will continue to pay off."

RADIO STUDENTS of U. of Virginia, Charlottesville, and associated Mary Washington College, Fredericksburg, Va., visited New York radio and television studios this month on special tour conducted by Mildred Sollenberger, MWC radio director.

EQUIPMENT MEET

Three-Day Session at GE

RADIO communication equipment sales should reach $23.5 million in 1949, according to E. H. Vogel, manager of marketing for the General Electric Co.'s Electronics Dept. Mr. Vogel made his prediction during a three-day conference of radio communication specialists led by Nat Gada, GE product manager for radio communication equipment, at Electronics Park, Syracuse, N. Y.

Reporting a probable expansion in new installations of 28%, Mr. Vogel told the group that the greatest purchasers would be police departments, utilities, taxicab companies, the petroleum industry and forestry groups. Largest buyer is expected to be police departments who, according to the market analysis, will spend $6 million.

Humor Award Urged

ADVISORY Board of the Pulitzer Committee has been petitioned by the National Laugh Foundation to add a prize for humor in literature to its present awards. The Foundation, which devotes itself to the discovery and development of "creative funmakers," contends a category should be set aside similar to those for poetry, fiction, non-fiction, plays and news. National Laugh Week begins April 1.

CORNY?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas in TOPEKA

for NETWORK CALIBRE PROGRAMS

. . . at local station cost

See your station representative or write

LANG-WORTH feature programs, inc.

113 W. 57th ST., NEW YORK 19, N. Y.

FCC Actions

(Continued from page 71)

February 17 Decisions . . .

BY COMMISSION EN BANC

FM Authorizations

Granted CP new Class A FM station; issued CPs in lieu previous cond. to three FM outlets.

Assignment of License

KORN Fremont, Neb.—Granted assignment of license from Inland Bcstg. Co. to Walker Newspapers Inc. for $22,000.

AM—1580 kc

Leslie Goodaker tr/as The Princeton Bcstg Co., Princeton, Ky.—Granted CP new AM station 1580 kc 250 w D; estimated cost $7,998 exclusive of studio construction.

AM—1520 kc

Thomas E. Danson tr/as Universal Radio Features Syndicate, Laguna Beach, Calif.—Granted CP new AM station 1520 kc 1 kw D, 250 w N unl. DA; engineering cond.; estimated cost $32,555.

Hearing Designated

KAFY Bakersfield, Calif.—Designated for hearing application to change from 1490 kc 250 w unl. to 550 kc 1 kw unl. DA-N in consolidated proceeding with applications of Patrick G. Smith and Redlands Bcstg. Co. and made KFMB San Diego party to proceeding.

Petition Denied

Radio Corp. of Arizona Inc., Phoenix, Ariz.—Denied petition for reconsideration and grant of application for new station 1450 kc 250 w unl.

Petition Dismissed

WBNY Buffalo, N. Y. — Adopted memorandum opinion and order dismissing petition seeking reconsideration of Commission's action in granting application of Dunkirk Bcstg. Corp. for new station 1410 kc 500 w unl.

Requests Denied

WINN Louisville, Ky.—Denied requests that Commission (1) withhold action on application of Mid-American Bcstg. Corp. for license for WKLO Louisville pending determination of court proceedings, or (2) designate same for hearing. "Any license which may be granted," advised Commission by letter, "would in any event be subject to the action taken by the Court on the appeal and could be set aside if the Court makes a determination adverse to Mid-America Bcstg. Corp., or any other determination requiring further proceedings."

WSKB McComb, Miss.—Denied request to commence program tests on 1250 kc with 1 kw D, instead of authorized 5 kw D since "to grant this request would be contrary to the policy of not permitting program tests with facilities other than those authorized by a construction permit except in emergency circumstances."

Waiver Granted

WMOA Marietta, Ohio — Granted waiver of Sect. 3.30(a) of rules to permit WMOA to continue to identify itself as Marietta station pending establishment of main studio in that city (Studio now located at trans. site, Williamstown, W. Va.).

Action Deferred

KLAC KLAC-TV Los Angeles and KYA San Francisco—Deferred action on application for consent to transfer control of KLAC KLAC-TV and KYA from Dorothy S. Thackrey to Warner Bros. Pictures Inc. pending examination of qualifications of proposed transferee in light of decision of Supreme Court in U. S. v. Paramount Pictures Inc., 68 S. Ct. 915.

AM—930 kc

WPAT Paterson, N. J., and WFMD Frederick, Md.—On petition, removed from hearing docket, applications of WPAT to increase power to 5 kw unl. and WFMD to increase power to 1 kw unl., DA-N, and granted both applications subject to engineering cond.

AM—1540 kc

WPTR Albany, N. Y.—Granted mod. CP to increase power from 10 to 50 kw and change DA, without prejudice to any action which Commission may ultimately take upon application for license now pending before Commission, or filed in connection with this application in light of May 3, 1948, decision of Supreme Court in Schine Chain Theaters Inc., et al v. U. S. 334 U.S. 110 (Comr. Jones dissented).

AM—1380 kc

WAMS Wilmington, Del.—Upon petition for reconsideration and grant of application removed from hearing docket and granted mod. license to permit operation unl. (except for those hours after local sunset at Wilmington, during which station WAWZ Zarepath, N. J. operates), using 1 kw. (Comr. Jones dissented).

Box Score

SUMMARY TO FEBRUARY 17

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,932	1,886	244		464	266
FM Stations	710	262	660	30*	85	28
TV Stations	57	7	116	...	316	181

* 11 on the air.

TV APPLICATIONS

Charleston, W. Va.—**Joe L. Smith Jr. Inc.**, Channel 2 (54-60 mc), ERP 19.5 kw visual, 9.5 kw aural, antenna height above average terrain 184 ft.; estimated cost $235,000, first year operating cost $124,700, revenue $80,000. Applicant is licensee of WKNA Charleston and WJLS Beckley, W. Va. Filed Feb. 14.

Springfield, Ill.—**WCVS Inc.**, Channel 19 (192-198 mc), ERP 2.48 kw visual, 1.24 kw aural, antenna height above average terrain 423 ft.; estimated cost $131,580, first year operating cost $75,000, revenue $50,000. Applicant is licensee of WCVS-AM-FM there. Filed Feb. 17.

Wilmington, Del.—**Wilmington Tri-State Broadcasting Co. Inc.**, Channel 7 (174-180 mc), ERP 1 kw visual, 600 w aural, antenna height above average terrain 300 ft. (Requests facilities of WDEL-TV; see story page 67); estimated cost $141,205, first year operating cost $180,000, revenue $150,000. Appliant is licensee of WAMS-AM-FM Wilmington. Filed Feb. 16.

AM APPLICATIONS

Danville, Ill.—**Vermilion Broadcasting Corp.**, 1240 kc, 250 w, unlimited; estimated cost $25,000. Principals: Gilbert E. Metzger, president-treasurer and one-third owner of WITZ Jasper, Ind., president 24.8%; Ralph Rouse, attorney, vice president 0.6%; Louis O. Mitzlaff, vice president and one-third owner of WITZ, vice president 24.8%; John B. Caraway Jr., vice president and 49.9% owner Electronics Research Inc., Evansville, Ind., and one-third owner Engineering Services Inc., maker of FM antennas for Collins Radio Co., vice president 24.8%, and John R. Ax, secretary and one-third owner WITZ, secretary-treasurer 24.8%. Filed Feb. 16.

Richfield, Wash.—**Yakima Broadcasting Corp.**, 900 kc, 1 kw, daytime; estimated cost $15,850. Applicant is licensee of KYAK Yakima, Wash. Firm is owned one-third each by the following: Tom Olsen, owner-manager KGY Olympia, Wash., secretary-treasuser; J. Elroy McCaw, 50% owner KELA Centralia, Wash., and KPOA Honolulu, vice president, and Robert S. McCaw, 50% owner KXRN Renton, Wash., president. Filed Feb. 14.

Sitka, Alaska—**Baranof Enterprises Inc.**, 1400 kc, 250 w, unlimited; estimated cost $14,954.45. Principals: Clarence R. Rands, local businessman, president; Afton M. Coon, owner photographic studio, vice president, and Charles L. Buck, employe Alaska Communication System, secretary-treasurer. Each owns 30 shares of total 106 shares common issued to 15 stockholders. Eight stockholders hold 29 shares preferred stock. Filed Feb. 15.

Wasco, Calif.—**E. J. Peters d/b as Maple Leaf Broadcasting Co.**, 1050 kc, 250 w, daytime; estimated cost $21,010.50. Applicant is grower-packer-shipper of farm produce and cotton ginning. Filed Feb. 15.

1950 Plan

(Continued from page 29)

on a coast-to-coast broadcast of the Jefferson-Jackson Victory Dinner program over the combined facilities of the four major networks and the Continental FM Network from 10:30-11 p.m. (EST) Feb. 24.

Mr. Barkley will speak from San Francisco and the President from Washington.

Full television coverage will be given. The Midwest will receive telecasts via coaxial cable.

GOP leaders are also concentrating their efforts on radio.

Ed Ingle, radio director of the Republican National Committee, revealed this month [BROADCASTING, Feb. 7] that radio would serve as "the spearhead of a revitalized fighting force."

Congressional leaders of the Republican party had announced plans for a giant public relations project, designed to advise voters of the activities of GOP legislators [BROADCASTING, Feb. 7].

Minority Leader Joseph W. Martin Jr. announced appointment Feb. 14 of members of the Congressional committee to supervise the job.

Members are Rep. Martin, chairman; and Reps. Leonard W. Hall (N. Y.), James C. Auchincloss (N. J.), Charles A. Halleck (Ind.), Clarence J. Brown (Ohio), Harris Ellsworth (Ore.), Francis Cass (S. D.), Ben F. Jensen (Iowa) and James Caleb Boggs (Del.).

Rep. Martin emphasized that "there was no disposition on the part of the committee to come into conflict with the other established committees. It wants to work in close harmony with the national and Senatorial committee, and, of course, would dove-tail its work with the Republican Congressional Campaign Committee."

Appointment of a radio-television subcommittee is held likely.

Nelson at Boston

THE Feb. 16 meeting of the Radio Executives Club of Boston featured Linnea Nelson, chief timebuyer at J. Walter Thompson Co., New York. Miss Nelson's topic was "The Selling Force of Radio."

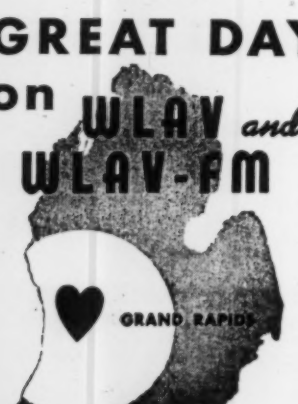
ROLF KALTENBORN

Joins Dad as Research Asst.

DR. ROLF KALTENBORN, son of NBC commentator H. V. Kaltenborn, arrived in New York last Thursday to accept a post with his dad as his research assistant.

Dr. Kaltenborn recently abandoned temporarily his subscription radio project because of patent difficulty. For several years he taught political science at Yale and recently returned from a tour of England where he studied that country's present Socialist government.

IT'S A
GREAT DAY
on WLAV and WLAV-FM



WLAV leads ALL stations in daytime share of audience in Michigan's second market.
(1947-1948 winter-spring Hooper)
WLAV — 28.1%
Station B — 22.6%
Station C — 22.2%
Contact the John E. Pearson Co.

AM ABC for Grand Rapids
WLAV
FM
Power Plus Perfection

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

Super Radio Survey

(Continued from page 26)

formation two years ago.

Chairman of the council will be a man of recognized public stature and independent thought, to be selected by council members. A working committee would cooperate in finding solutions for common broadcast problems.

Among council objectives are development of sounder methods for licensing; quicker ways of solving international allocations problems; mutual understanding between the FCC and licensees.

Practical Laboratory

To a considerable extent the council will serve as a proving grounds, or practical laboratory, avoiding political, economic and social enterprises. As a result of its mutual-aid setup it will bring valuable by-products in the form of lessened efforts by official agencies to get into broadcast activities beyond their authority or knowledge; avoid allocations mistakes by the FCC; provide for advance review of proposed FCC policies before actual decision or announcement.

High praise was voted the Inter-American Assn. of Broadcasters for its efforts to promote private broadcasting and resist government operation of radio. IAAB was praised for its work and the board pledged its continuing support. Text of a resolution adopted on the final day of the board meeting follows:

The board endorses the courageous work of the Inter-American Assn. of Broadcasters in the interests of free radio, in the establishment of national broadcasting associations in the various countries of the Americas and the promotion and encouragement of the free enterprise system of broadcasting in this hemisphere.

Earlier the board had voted to fight efforts to set up broadcast stations under government ownership, with special reference to the insular government station in Puerto Rico.

Judge Miller, now serving under an Oct. 1, 1945-Sept. 30, 1950 contract with an added 1950-1955 advisory role, was granted a one-year extension by mutual agreement. This one-year pact, at $50,000 a year and expenses as at present, will absorb the first year of the 1950-1955 agreement under which he serves as legal advisor at $12,500 a year. Furthermore, he is to get a year's notice of any change in the arrangement.

The membership drive is to be a concentrated campaign. In charge will be C. E. Arney Jr., secretary-treasurer, and Mr. Richards. It is designed to help NAB expand its services and possibly reduce individual station dues.

The board voted to submit the Breen anti-code amendment to the membership with an explanatory statement. Similar action was taken last November but a committee named to write an explanatory statement to accompany the referendum ballot couldn't agree on what to say. The amendment was presented last May by Edward Breen, KVFD Fort Dodge, Iowa, but passed over by the board because it wasn't received 30 days before the Los Angeles board meeting. It would remove the board's power to write standards of practice from the by-laws.

What will happen if the membership approves the amendment is anybody's guess. The board was vested with code-writing power when it adopted the code at Los Angeles last May but its power in case the Breen amendment is approved becomes a touchy legal matter.

The board voted to submit to the membership an amendment proposed by William B. Smullin, KIEM Eureka, Calif., District 15 director. The amendment would prevent directors from serving more than two consecutive terms. In voting, the board made it plain that it was opposed to Mr. Smullin's idea. The vote was 19 to 2.

Picture of the international allocations problem was given the board by Forney Rankin, NAB international adviser to President Miller, along with Goar Mestre, owner of CMQ Havana, president of Inter-American Assn. of Broadcasters, and Emilio Azcarraga, XEW-XEQ Mexico City and theatre owner, IAAB vice president.

Mr. Mestre appeared before the board in connection with a series of visits he is making to Western Hemisphere nations in the interest of promoting hemispheric freedom of radio. He plans to visit Puerto Rico, Venezuela and Colombia, and will attend the third NARBA in Canada as an IAAB observer.

Mr. Azcarraga will attend the Canadian sessions as IAAB vice president and possibly as a Mexican delegation observer. He may accompany Mr. Mestre on one or two of the trips to other nations.

Warnings Heard

The board heard their account of IAAB efforts to preserve free radio and their warning that the activity must be pushed or governments gradually will take over. Efforts of the Peron regime in Argentina to conduct radio propaganda in Cuba were reviewed [BROADCASTING, Feb. 14].

Mr. Rankin told of efforts of the International High-Frequency Conference in Mexico City to reach an agreement and urged firm action by U. S. broadcasters in preparing for the next NARBA with its critical effects on all broadcasting.

The board took the international problems under advisement.

Judge Miller named a committee to study allocation matters. An allocation committee consists of T. A. M. Craven, engineering consultant; Everett Dillard, WASH Washington; Calvin J. Smith, KFAC Los Angeles; G. Richard Shafto, WIS Columbia, S. C.; H. W. Slavick, WMC Memphis.

Members of the IAAB policy committee are Messrs. McCollough, Arnoux, Nunn, Hanna and Breen.

Dr. Kenneth H. Baker, now directing BMB's 1949 research project on loan from NAB, said the 650,000 ballots for the second study will go into the mails March 1, predicting final reports will be ready for subscribers by mid-October.

Agreement to name a five-man committee to discuss the whole role of NAB in audience measurement was in line with resolutions adopted at three district meetings last summer.

Text of the board's BMB resolution is as follows:

The board resolves that the president of the NAB shall name a five-member board committee to study NAB's role in the future structure and status of a radio audience measurement organization to meet today's competitive and research problems; and that the committee is to report back to the board at its April meeting in Chicago with specific recommendations.

Approval was given a plan to revamp completely the present NAB reports to the membership. Instead of the present *NAB Reports*, the association will publish weekly summaries of its news releases to the trade and general press. It will supplement these with a series of member service bulletins.

The plan was presented to the board by Mr. Arnoux as chairman of a special committee which studied the matter in January. Other members were Howard Lane, WJJD Chicago, and Willard Egolf, WBCC-FM Bethesda, Md. The idea is expected to save 23% of the printing budget, or about $12,000 annually.

All departmental bulletins will be financed out of a common fund but departments will be restricted to the share they may receive. The idea originally was conceived by Mr. Richards. James Dawson, director of information, will be in charge of the project, to be known as NAB Member Service.

The board endorsed a plan to re-

(Continued on page 85)

BMB 1949 STUDY

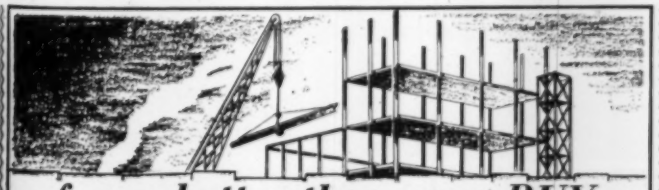
To Use Magazine's Figures

BROADCAST Measurement Bureau announced last week that it would use for its 1949 study the population estimates of *Sales Management* magazine.

The figures are estimates of county and city populations as of last Jan. 1.

Dr. Kenneth H. Baker, NAB director of research who is on loan to BMB, said that BMB would apply its own estimates of radio ownership to the *Sales Management* population estimates.

The decision to use the magazine's figures, rather than for BMB to do its own estimating, was based on economy grounds, it was speculated.



for a better-than-ever BUY

IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION

5,000 w AM 50,000 w FM

1390 KC 105.1 MC

WFMJ

BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

FIRST... WHERE THERE'S MOST!

WJDX

NBC AFFILIATE IN **Jackson** MISSISSIPPI

Money means a market . . . and in JACKSON, MISSISSIPPI, there's more money than ever before. Bank deposits in 1948 were the highest on record, 3% over 1947.. At 1939 rates WJDX and WJDX-FM give you efficient coverage at lowest cost.

5000 - DAY
1000 - NIGHT

19 YEARS' LEADERSHIP

Represented Nationally by the George P. Hollingbery Co.

On All Accounts

(Continued from page 10)

the next five years, he worked on such shows as "Olsen & Johnson," *Adventures of Sherlock Holmes, Lum 'n' Abner, Cavalcade of Hits, Kay Kyser Show* and *Bob Crosby Show.*

Foote, Cone & Belding beckoned in 1941 and Arnold left NBC to join the agency in Hollywood as producer of the Kay Kyser show. During the next four years there he produced such shows as Johnny Mercer Show, Hedda Hopper and Charlotte Greenwood show.

In 1945 when people were starting to talk about "some crazy thing called television," the agency got on the bandwagon and appointed Arnold Maguire West Coast director of television.

In 1948 he was in on a "first" when FC&B's client, Union Oil Co., sponsored a half-hour before and after the first telecast of the Rose Bowl Game in Pasadena on KTLA Los Angeles.

Since then he has produced for Union Oil telecasts of Santa Anita Races, Icecapades, and various other Los Angeles sports events on KTLA. He is currently producing a weekly two-minute animated television film series, *Milford Muddle,* for Security National Bank, Los Angeles, on KTTV there. He is also planning another quarter-hour television show for the same firm.

In addition he is working on television plans for seven other Los Angeles firms—B. B. Pen Co., Cole of California, S & W Foods, Southern Pacific Railroad, California Fruit Growers Exchange, Lockheed Aircraft, and All-Year Club of Southern California.

The one permanent advantage of Arnold's stage career was a dancer in the show, Evelyn Draper, who in 1934 became Mrs. Maguire. Mr. and Mrs. M. and one daughter, Susan, 16, currently enjoy a six-room home and quarter-acre in San Fernando Valley.

Not much of a club man, Arnold is a member of the Hollywood Advertising Club and Academy of Television Arts & Sciences.

His active hobbies are golf and tennis. He confesses he's never broken 109 in the former. His most recent hobby however is sitting in his office waiting to see if anyone is going to fall through the large hole in the ceiling. Gap is a result of ceiling being chopped through by firemen to let smoke out during recent fire which drove two of his fellow-executives out of their offices. The fire, caused by a short circuit, occurred shortly after the agency had moved into its new Hollywood headquarters.

Television business is still going on as usual, reports Arnold, although in "charcoal-broiled offices."

Ideas THAT HAVE MADE MONEY FOR OTHERS . . . Will Make Money for YOU

FREE FULL MONTH'S SERVICE

HERE'S A SERVICE THAT BRINGS YOU. More than 650 Commercials covering 50 Business Classifications EVERY MONTH Seasonal copy suggestions EVERY MONTH Tested Program Ideas, case histories and Planning Guide Material EVERY MONTH Ideas for Sales, Program and Continuity department . . . EVERY MONTH

Issued 30 days in advance, this service is used by more radio stations than all other Continuity services combined! But—you'll never know how much NRB's value packed service can mean to you 'till you actually try it So we offer you a complete and full months service—FREE! No cost —no obligations You can't lose so send coupon now

SEND COUPON NOW

THE NATIONAL RESEARCH BUREAU, INC.
NATIONAL RESEARCH BUILDING, Dept. 221
CHICAGO 10 ILLINOIS.
Please send me your full 30 days service without cost or obligation.

Name.....
Address.....
City..... State.....
Station.....

ALBANY SUCCESS

WABY Signs $100,000

SINCE the acquisition of Eugene P. Weil as its sales and promotion manager last Oct. 1, WABY Albany, N. Y., reports that approximately $100,000 in contracts have been signed. During a recent week Mr. Weil reports contracts signed total better than $30,000

Among the new business brought in by Mr. Weil: A 52-week contract

Mr. Weil (l) with Jerry Bess, advertising director of Sawdon Advertising Co., New York, agency for Robert Hall Clothes.

with Robert Hall Clothes; a contract covering the Eastern League Albany Senators baseball games, from Tobin Packing Co.; a contract from W. M. Whitney & Co., department store, for a consistent schedule of spots; a 15-minute, five-a-week schedule for Griffin Shoe Polish, and a contract from Yager Pontiac Co. of Albany for 15 minutes preceding the baseball games and five minutes after.

CHICAGO MEETING

CTC to See Nielsen Device

A. C. NIELSEN, president of the A. C. Nielsen marketing research firm, Chicago, is planning to introduce a new video audience measurement device at the Chicago Television Council's national television conference March 7-9.

No details of the machine will be divulged before that time, according to James Stirton, council president and general manager of ABC's Central Division.

Appearing with Mr. Nielsen will be Dr. Sidney Roslow, president of The Pulse Inc. C. E. Hooper has been asked to attend also, Mr. Stirton said. Between 45 and 50 video experts from networks, stations and agencies are expected to address a minimum of 250 persons, he added.

CTC is mailing 5,500 brochures and invitations to agencies, advertisers, TV stations now on the air and others planning to begin operations. Schools and colleges with actual or prospective video courses also will be invited to send representatives, Mr. Stirton said.

Three-day session will be held at the Palmer House, where 400 rooms have been reserved. Registration fee for council members is $22.50, for non-members, $27.50. The organization is making a combination offer of membership in the council and the conference fee for $30.

$10,000 RESULTS

Attributed to WXYZ-TV

BUSINESS totaling $10,000 in two weeks directly attributed to television has been reported to WXYZ-TV Detroit (ABC) by Sid Caswell, general manager of the General Electric Supply Corp., same city.

GE has been sponsoring participation spots on *Charm Kitchen* twice weekly since November, but made the offer resulting in $10,000 worth of business three weeks ago for the first time. Viewers were told they could write in requesting a GE dealer to visit their homes and draw plans for complete GE kitchens. Mail response resulted in this high volume of sales, Mr. Caswell reports.

As a result, his firm has renewed participation in the Edythe Fern Melrose show for 13 more weeks, from Feb 21.

Golden Gloves on TV

FOUR major events in the 22nd annual Golden Gloves boxing tournament will be telecast by WGN-TV from the Chicago Stadium and fed to the Midwest and eastern CBS-TV network, under sponsorship of the R. J. Reynolds Tobacco Co. (Camel cigarettes). Telecasts, slated for Feb. 21 and 22, March 4 and May 18, begin at 8:30 p.m. (CST). Jack Brickhouse, WGN sports service manager, will give the commentary.

'Do as I Do . . .'

WIRL Peoria, Ill. is apparently a firm believer in the value of radio as an advertising medium—even to the extent of plugging its shows on other radio stations. Robert B. Jones, its manager, has signed a 52-week contract with WSIV Pekin for its sign-off spot to advertise WIRL nighttime programs. The move, according to Mr. Jones, was calculated to gain more listeners—for WIRL, that is, since WSIV is a daytimer.

NEW PACKAGES

Hile-Damroth Produces Six

HILE-DAMROTH Inc., New York producers of video commercials, has announced completion of six new package shows, available immediately.

They are: *The Munro Leaf Clubhouse,* juvenile feature with Munro Leaf, creator of *Ferdinand the Bull; Say Can You See,* visual quiz show, featuring Jay Jackson; *Curtain Going Up,* dramatic half-hour of plays by Percival Wilde, with author's introduction; *Tell Me Another,* anecdotes starring New York *Herald Tribune* sports editor Bob Cooke; *Budget Planning the Menu,* conducted by Frank Wetherell, U. of Connecticut director of dining halls; *Opera as You Like It* with Carol Longone and guest stars.

Hile-Damroth produces video commercials for such companies as RCA-Victor and Jell-O.

Ahrens Elected

CHARLES E. AHRENS, Central Division radio news editor of UP, was elected president of the Chicago Radio Correspondents Assn. at the group's February meeting. Other officers — Spencer Allen, WGN-TV, vice-president; Richard Elliott, WCFL, secretary; Donald McGibeny, WAIT, treasurer, and Julian Bentley, WBBM, and James Hurlbut, WMAQ, members of the executive board. Mr. Ahrens succeeds Ervin Louis of WLS, who automatically becomes an executive board member.

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE EXCESS POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write

Employers Reinsurance Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri

LA. ASSN.

Session Held in New Orleans

SEARCH for new sources of revenue to meet higher operating costs and to permit broadened public service programming marked a meeting of the Louisiana Assn. of Broadcasters held Wednesday and Thursday at the Roosevelt Hotel, New Orleans. J. Roy Dabadie, WJBO-WBRL(FM) Baton Rouge, LAB president, was in the chair.

NAB President Justin Miller, first speaker, lauded work of the association as an example of what state groups can achieve. He outlined the scope of NAB activities and reviewed actions by the NAB board (see story, page 25).

Robert K. Richards, NAB director of public relations and publications, explained public relations work of the association and called for support of the "courageous effort" of Judge Miller on behalf of freedom of speech. NAB will publish a directory of U. S. Senators and Representatives for use of broadcasters, he declared, and in cooperation with the Radio Correspondents Assn. will issue a bulletin titled "Congressmen Are People."

Richard P. Doherty, NAB director of employe-employer relations, gave an earthy resume of the labor situation along with a discussion of pending labor legislation in Congress.

Carl Haverlin, president of BMI, termed the organization a bulwark of protection against high ASCAP fees, citing the recent ASCAP renewal at the same rate, and said BMI will provide similar protection for television.

At the Wednesday afternoon meeting Michael R. Hanna, WHCU Ithaca, N. Y., NAB District 2 director, warned that the idea of government radio ownership is spreading rapidly, with the United States being hemmed in by this concept. He opposed a proposal to set up a worldwide radio network, which would mean the building of a powerful transmitter in the middle of the United States. Mr. Hanna urged station managers to make their stations strong forces in their communities.

"There's a lot of money in the woods we are overlooking," Mr. Hanna said, explaining increased income will permit better service. He said the tune-in must be increased by better programming and personnel. His station is located in a community of 25,000, he said, but is a TV applicant.

Clair R. McCollough, WGAL Lancaster, Pa., NAB director-at-large for small stations, urged members to become more active in NAB and the state association and to keep directors posted on their views concerning broadcast problems. He told of NAB services and said dues can be reduced and there can be better service if stations will bring others into the NAB fold.

Mr. McCollough said WGAL is about to go on the air with TV, and expects to be in the black. He told of steps taken to keep down costs, such as triplexing of AM, FM and TV on one antenna. He reviewed plans of the NAB Dept. of Broadcast Advertising to increase its sales aids for stations.

Dr. George A. Mayorall, co-manager of WJMR New Orleans, said AM station patterns are being hemmed in, with programming and public services now far out of proportion to the limited facilities available to transmit them. He felt FM should have been sold to the public as an improved technical service; predicted FM sets will be cheaper; advised use of FM transmitters for relay purposes; criticized the FCC for making "serious engineering mistakes" in putting powerful FM stations on the same frequency; declared FM signals reach long distances, 165 miles and more, "Norton's law notwithstanding."

Everett Dillard, WASH(FM) Washington, NAB director-at-large for FM(B) stations, said sound broadcasting is AM and FM. With the AM band hurt by crowding, he said AM daytime service has improved but is deteriorating at night due to interference. He questioned if the present rate of AM set production will maintain the AM audience inasmuch as half the production consists of parttime listening equipment (auto and portable sets).

Hugh B. Terry, KLZ Denver, NAB District 14 director, said he likes to feel the whole program structure of KLZ is in the public interest. "We program with special purpose," he said, telling how the station gets advisory help from civic, business and other groups in its programming. Many local problems, many of them delicate, are treated frankly and effectively with the aid of advisory groups, he said.

Registered at the Louisiana meeting were:

J. Roy Dabadie, WJBO-WBRL(FM) Baton Rouge, LAB president; Henry B. Clay, KWKH Shreveport, LAB vice president; Paul H. Goldman, KSYL Alexandria, LAB treasurer; Willard L. Cobb, KALB Alexandria; Robert D. Swezey, Edgar B. Stern Jr., Ralph Steedle, WDSU New Orleans; Charles L. Planchard, KWCJ Natchitoches; Preston McGraw, United Press; George Mayorall, Stanley W. Ray Jr., WJMR New Orleans; W. Eugene Jones, KSLO Opelousas; Forest Curnett, WIHL Hammond; H. F. Wehrmann, WTPS New Orleans; W. H. Dick, KPDR Alexandria; E. Radcliffe Anderson, H. V. Anderson, KLOU Lake Charles; James E. Gordon, WNOE New Orleans; Charles C. Carlson, WJBW New Orleans; Edgar Sheen, WDSU New Orleans; Robert W. Dunn, KNOE Monroe; Tom E. Gibbons, WAFB Baton Rouge; Cecil K. Beaver, Francis Edwards, KTBS Shreveport; Kenneth Whitaker, KRUS Ruston; George Phillip Martin, KROF Abbeville; G. T. Owen, H. W. Bumpas, WCLA Baton Rouge; Hugh M. Smith, WLAU Laurel, Miss., president, Mississippi Broadcasters Assn.; Sol Taishoff, J. Frank Beatty, BROADCASTING; W. H. Summerville, WWL New Orleans; Harold Wheelehan, T. J. Fontelieu, WSMB New Orleans; Roy Schwarz, Fitzgerald Adv. Agency, New Orleans; J. D. Bloom, WWL New Orleans; Ralph Steetle, WLSU(FM) Baton Rouge.

Television Appraisal

Roy Schwarz, head of the creative department of Fitzgerald Advertising Agency, New Orleans, and its expert on TV, kicked off the closing session Thursday with an agency man's appraisal of the video medium, largely from the local angle. Basing his penetrating observations on this study of the national field as well as from Fitzgerald's experience in placement of programs on WDSU-TV, New Orleans' only TV outlet, Mr. Schwarz touched off a discussion as to the ultimate place of the local sound broadcaster and of the local advertiser in TV.

He emphasized that TV is a demonstrating medium, and that as such it is ideal for the retail advertiser.

Locally, TV must build programs economically, Mr. Schwarz said. He urged special training for producers and announcers because of the vastly different techniques.

In the ensuing discussion, led by Edgar B. Stern Jr., president of WDSU AM-FM-TV, and Verne Anderson, consulting engineer and co-owner of WLOU Lake Charles, costs of station installation and operation predominated. Mr. Stern said the physical equipment investment in WDSU-TV, which was installed as economically as thought possible, ran $350,000.

Henry Clay, general manager of KWKH Shreveport, questioned the economic feasibility of a TV station in 100,000 markets.

A. D. Willard Jr., NAB executive vice president, commended LAB for its far-sighted work. He said there now are about 30 state associations working hand-in-hand with the NAB. Mr. Willard reiterated previous statements that aural broadcasting is, and will remain, the "greatest means of mass communications in the world."

Mr. Willard on behalf of the LAB, presented to James E. Gordon, general manager of WNOE New Orleans, a framed hand engrossed scroll, expressing the thanks of Louisiana broadcasters for his "splendid leadership in forming the association" nearly two years ago. Mr. Noe was LAB's first president.

Henry W. Slavick, WMC Memphis, Sixth District director, in brief remarks, commended LAB and pointed out that a resolution unanimously adopted at the last LAB meeting looking toward an industry owned audience measurement organization, had been approved by the NAB board.

Don Petty, NAB general counsel, wound up the meeting with an off-the-record discussion of radio's myriad legal and legislative problems.

JUDGE MILLER

Says TV Will Help Radio

TELEVISION'S rapid growth will bring increasing enjoyment of AM and FM broadcasting rather than retard their growth, Judge Justin Miller, NAB president, told the New Orleans Rotary Club at its luncheon last Thursday. He recalled that broadcasting had upset the forecasts two decades ago when it started the phonograph and music industries to new heights instead of destroying them.

Judge Miller told the Rotarians how broadcasting has assumed professional status alongside law and medicine, with standards of conduct self-regulated as in other professions. He went into the practical problems facing broadcasters in domestic and international affairs and outlined new technical developments.

NAB board members were guests at the luncheon. Gilmore N. Nunn, WLAP Lexington, Ky., was presented a book, *Old Creole Days*, by the club. He accepted on behalf of the board.

Carlson Denial Upheld

FCC'S DENIAL of Charles C. Carlson's application for license renewal for WJBW New Orleans, on grounds that repeated violations of FCC rules and standards "demonstrated his unfitness," as a licensee [BROADCASTING, May 3, Nov. 22, 1948], was upheld by the U. S. Court of Appeals for the District of Columbia last week. In denying renewal to WJBW, the Commission awarded the facilities —1230 kc, 250 w, fulltime—to Mr. Carlson's divorced wife, Mrs. Louise C. Carlson, competing applicant.

Super Radio Survey

(Continued from page 83)

organize the Assn. of Women Broadcasters as a department within NAB. The AWB board had voted overwhelmingly in favor of the idea and it now goes to the AWB convention March 10-12 in Chicago. Funds were appropriated to make the plan affective, including advisory sessions of an AWB executive committee and election of AWB district chairmen in the 17 NAB districts.

Attending the New Orleans board session were:

President Justin Miller; A. D. Willard Jr., executive vice president; C. E. Arney Jr., secretary-treasurer; Don Petty, general counsel, all for the administrative staff; Kenneth H. Baker, research director; Richard P. Doherty, employe-employer relations director; Robert K. Richards, director of public relations; Ella Nelson, secretary to Mr. Arney.

Directors attending were: Harold E. Fellows, WEEI Boston; Michael R. Hanna, WHCU Ithaca, N. Y.; George D. Coleman, WGBI Scranton, Pa.; Campbell Arnoux, WTAR Norfolk, Va.; Henry P. Johnston, WSGN Birmingham; H. W. Slavick, WMC Memphis; Gilmore N. Nunn, WLAP Lexington, Ky.; Charles C. Caley, WMBD Peoria; William B. Quarton, WMT Cedar Rapids, Ia.; John F. Meagher, KYSM Mankato, Minn.; Robert Enoch, KTOK Oklahoma City; Clyde W. Rembert, KRLD Dallas; Hugh B. Terry, KLZ Denver; William B. Smullin, KIEM Eureka, Calif.; Calvin J. Smith, KFAC Los Angeles; Harry R. Spence, KXRO Aberdeen, Wash.; Paul W. Morency, WTIC Hartford; Howard Lane, WJJD Chicago; G. Richard Shafto, WIS Columbia, S. C.; Clair R. McCollough, WGAL Lancaster, Pa.; Edward Breen, KVFD Fort Dodge, Ia.; Everett L. Dillard, WASH Washington-KOZY Kansas City.

Willard Egolf, WBCC-FM Bethesda, Md., and Harry Bannister, WWJ Detroit, did not attend.

At Deadline...

SCRIPPS-HOWARD ASKS REHEARING FOR CLEVELAND

SCRIPPS-HOWARD Radio filed petition with FCC seeking rehearing of Jan. 28 final decision granting 1300 kc, 5 kw at Cleveland to Cleveland Broadcasting Inc. (WERE-FM) and asking stay or recall of construction permit pending settlement [BROADCASTING, Jan. 31].

Scripps-Howard charged Commission erred in finding greater ownership-management integration for Cleveland Broadcasting, failed to make proper comparative findings in its decision, improperly concluded grant of Cleveland Broadcasting would effect greater diversification of mass media of communication, wrongly found neither application to have better program plans than competitor, disregarded superior radio experience of Scripps-Howard and unjustly found that more efficient use of 1300 kc proposed by Scripps-Howard to be outweighed by other considerations.

January ruling was second decision. First, two years ago, was later set aside for further hearing.

EXPRESS PUBLISHING CO. FILES BID FOR KTSA

EXPRESS Publishing Co., licensee KYFM (FM) San Antonio and publisher of San Antonio *Express* and *News*, filed application with FCC offering to match Cowboy Star Gene Autry's $450,000 bid for KTSA San Antonio [BROADCASTING, Nov. 29, Dec. 27, 1948]. Application filed under FCC's Avco rule through Washington law firm of Loucks, Zias, Young & Jansky.

KTSA is one of three stations involved in pending transfers by which 15-year-old station ownership of O. L. (Ted) Taylor, Gene Howe and T. E. Snowden will be dissolved. Others: KRGV Weslaco and KANS Wichita. Mr. Autry owns KOOL Phoenix, minority interest in KOWL Santa Monica. Express Publishing headed by Frank G. Huntress. KTSA, CBS affiliate on 550 kc with 5 kw, would be managed by Charles D. Lutz, general manager of KYSM, if acquired by Express Publishing.

THEATRE TV IN PHILADELPHIA

COMMERCIAL television show will emanate from Philadelphia motion picture house during regular performance at Roosevelt Theatre in suburban Frankford Tuesday night, March 1, when *Telekids* is telecast from stage, 7:30-7:45 p.m. on WPTZ. Show will rotate among three Paramount theatres in Philadelphia area. Other two theatres are Nixon and Tower. Weatherguard Mfg. Co., Philadelphia (aluminum doors and storm windows), will sponsor *Telekids* for 39 weeks. Fien & Schwerin, Philadelphia, is agency.

NBC ADDS WGAL-TV, WDEL-TV

ADDITION of WGAL-TV Lancaster, Pa., and WDEL-TV Wilmington, Del., to NBC's list of television network affiliates announced Friday. WGAL-TV begins operation on Channel 4 April 1 and WDEL-TV on Channel 7 May 15. Total NBC TV affiliates now 33.

LIFT 'FREEZE,' EXPAND TV SERVICE, RMA URGES

EXPANDED TV service plan and prompt lifting of "freeze" on TV grants urged before FCC Friday by Radio Mfrs. Assn. committee headed by President Max F. Balcom. Program would continue "expanding service for those receivers now in the hands of the public" and provide a "maximum amount of television service at the earliest possible time." Present use of 12 VHF channels should be expanded, and future UHF service and stations should have minimum of overlap with VHF areas, RMA said.

Recommendations were:

(1) Where practical . . . utilize 12 VHF channels in those areas with stations operating or under construction; extend their use to other areas as soon as possible; (2) utilize . . . UHF channels for monochrome TV so that cities without any or few VHF channels can have competitive service; (3) arrange assignments so VHF and UHF provide minimum overlap; (4) release VHF allocation plan for use at once to permit establishment of further VHF stations . . . propagation data now available for VHF is adequate for preparation of such plan; (5) provide that same standards be used for monochrome television in UHF as employed in VHF.

TRENDS NOTED BY FMA IN PRELIMINARY STUDY

PRELIMINARY survey of current FM status disclosed today (Monday) by FM Assn. Following trends were indicated: Production of sets with FM has reached new all-time peak while output of AM-only sets has slumped heavily; FM and TV present a challenge which may change home entertainment habits of millions; potential FM station audience increased 35% during 1948 while AM potential dropped 28.5%.

Figures tabulated are incomplete but overall picture will be made public for first time April 1 in New York at FMA Time Sales Clinic. Everett Dillard, president, FM Continental Network, will explain survey (early FMA story, page 81).

TV SET OUTPUT DROPS; FM PRODUCTION INCREASES

RADIO and TV set production by member companies declined seasonably in January, Radio Mfrs. Assn. reported today (Monday). Drop in television sets was only moderate, RMA said. TV receiver production totaled 121,238, with weekly average of 30,130 sets, approximating level for last November.

Overall set production—radio and TV—dipped below million for first time since last summer, with members reporting manufacture of 709,633 radio receivers of all types, of which 147,733 were FM-AM or FM sets. January's weekly FM production rate was 21% above average weekly rate last year, RMA reported.

SOUTH DAKOTA LIBEL LAW

SOUTH DAKOTA stations will be protected against libel suits resulting from defamatory remarks carried over their facilities if it can be shown they tried to prevent such defamation, under new law signed Friday by Gov. George T. Mickelson. Exemption applies only if speakers are not associated with stations.

INDIANAPOLIS TV STATION IS PURCHASED BY WIRE

PURCHASE by WIRE Indianapolis of William H. Block Co.'s television station WUTV that city for $37,758.37 reported in applicatio filed with FCC. Earlier in week granted dele tion of its FM station WMHC, Block firm said in transfer request it "has decided not t continue its TV activities and desires to re cover only its out of pocket expenses."

Commission Friday denied WUTV petitio for continuance of hearing, scheduled Marc 21, on request for extension of completion dat to June. WUTV granted CP for Channel (60-66 mc) in October 1946. WUTV has ha several completion date extensions. Last De cember it was denied extension of specia authority to make equipment tests, firs granted May 1947.

WIRE is chiefly owned by Eugene C. Pu liam, broadcaster-publisher. WIRE estimate construction cost would be $273,725, first year operating cost $250,000 and revenue $120,000

Block cited following breakdown of WUTV expenses: Salary of engineer, $11,869.33; en gineer's helper, $1,164.08; travel, $1,832.60 studio rent, $7,120; telephone (toll), $83.38 equipment, supplies and miscellaneous, $13, 205.68: legal fees, $1,616.24; consulting eng neering fees, $427; rental of test equipment $440.

Closed Circuit

(Continued from page 4)

plans will not be decided until early spring Meanwhile Liggett & Myers (Chesterfield) i conferring with CBS and Mr. Crosby for spon sorship next fall.

FM BROADCASTERS and certain manufac turers are exploring development of average priced TV-FM combination (using new meta tube) which could give FM transmission much needed adrenalin shot. It's reported that FM circuit can be added to TV receiver for les than $2, manufacturer's price.

CBS has suspended indefinitely plans to add t Hollywood studio and office facilities becaus of "unreasonably high construction costs."

LONG-RANGE thinkers in international tel communications already are contemplating in ternational interchange of TV programs Knottiest problem of moment is how to rela and synchronize our system with that o British, which uses different line and fram standards, for both transmission and reception

WHO will be radio's legislative representativ on Capitol Hill in pursuance of NAB boar action last week creating that post? Name mentioned in closed board sessions as possi bility include: Lucien Hilmer, former FCC a sistant general counsel for broadcasting, wh a decade ago served on Senate Interstate Com merce Committee staff; former GOP Rep Everett M. Dirksen of Illinois, and former Chairman Clarence F. Lea of House Interstat Commerce Committee, both ex-Congressme voluntarily retired at last session. Appoint ment rests with NAB President Justin Mille

WHAM Rochester TV adjunct, to be known a WHTM, expects to hit air with test pattern late March or early April. Target date fo regular commercial operation (including ne work) is seen in mid-June.

and then, ADVERTISING

Although "time on the air" is the main product sold by WLW, it is seldom the first thing discussed when a manufacturer or his agency brings a selling problem to The Nation's Station. Rather, the talk is apt to be about distribution, product, package, display, selling appeal . . . *and then, advertising.*

For at WLW it is accepted that advertising can be truly effective only when other factors are right. And with service facilities found at no other radio station, plus manpower and know-how to do the job, WLW is often in a position to help in many, many ways.

Many success stories have been written at WLW by manufacturers both large and small. And these manufacturers have not only sold goods in WLW-land; they have learned lessons invaluable for use throughout the country.

WLW-land is not north nor south—not east nor middle west. It is made up of parts of all these varied sections, just as America is made up of the sections as a whole. WLW-land is neither industrial nor agricultural. It is both. WLW-land is neither rich nor poor. It is a combination. The folks who live here typify the people of the entire land. It is an ideal proving ground. When you know what will work here, you can be pretty sure it will work elsewhere in America.

So, if you have a selling problem, why not talk it over? Simply contact any of these WLW Sales Offices:

140 West 9th St. *630 Fifth Avenue*
Cincinnati 2, Ohio *New York 20, N.Y.*

360 N. Michigan *6381 Hollywood Blvd.*
Chicago 1, Ill. *Hollywood 28, Calif.*

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation